



AGENDA
CITY OF ORMOND BEACH, FLORIDA
STRATEGIC PLANNING WORKSHOP
May 12, 2015
3:30 PM

Mayor Ed Kelley

Zone 1 – Commissioner James Stowers

Zone 3 – Commissioner Rick Boehm

Zone 2 – Commissioner Troy Kent

Zone 4 – Commissioner Bill Partington

CITY COMMISSION CONFERENCE ROOM

22 S. Beach Street, Room 103, Ormond Beach, FL 32174

Phone: 386-677-0311

Web: www.ormondbeach.org

I. CALL TO ORDER

II. DISCUSSION

A. Strategic Planning

Facilitated by Ms. Marilyn Crotty, Director of the Florida Institute of Government

III. ADJOURNMENT

Website Address – www.ormondbeach.org

NOTICE – Pursuant to Section 286.0105 of the Florida Statutes, if any person decides to appeal any decision made by the City Commission with respect to any matter considered at this public meeting, such person will need a record of the proceedings and for such purpose, such person may need to ensure that a verbatim record of the proceedings is made, including the testimony and evidence upon which the appeal is to be based.

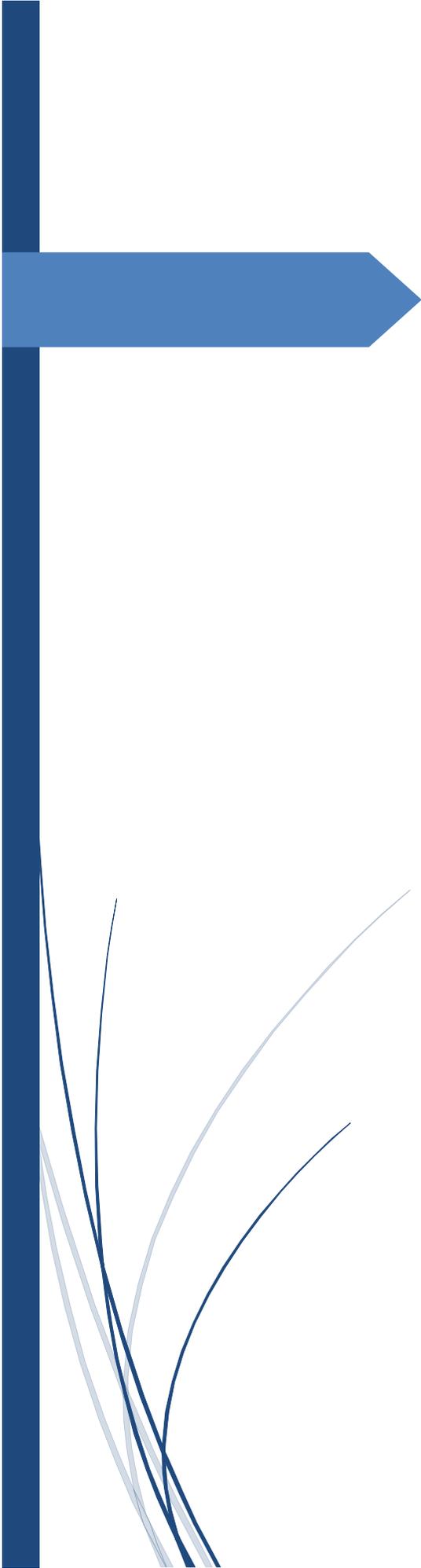


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Phone: 386-677-0311



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COMMUNITY CONVERSATIONS

CITY OF ORMOND BEACH,
FLORIDA

APRIL 2015

Marilyn Crotty
UNIVERSITY OF CENTRAL FLORIDA
INSTITUTE OF GOVERNMENT

INTRODUCTION

The Ormond Beach City Commission initiated a strategic planning process in April, 2015 that began with two community visioning workshops. Ms. Marilyn Crotty, director of the Florida Institute of Government at the University of Central Florida, designed and facilitated the process.

On April 18, 2015 and April 22, 2015 Ormond Beach residents, businesses, organizations, and other stakeholders were invited to workshops to share their hopes and dreams for the future of the city. Approximately 47 people attended the first workshop with another 68 attending the final session. While city staff were present at the workshops, their role was to observe and listen to the ideas generated by the participants.

At both workshops, the attendees were assigned to small groups in which they responded to questions posed by the facilitator. This report is a summary of the ideas that were generated with special attention to the emerging consensus on issues that was apparent at the workshops.

This information will be shared with the City Commission prior to their strategic planning session on May 12, 2015 and will provide community input to the goals, objectives, and priorities that the Commission establishes for the city.

COMMUNITY TREASURES AND VALUES

The participants were asked to identify the treasures and values of the city of Ormond Beach...the things that they love about the city and want to see continued, protected or improved. These might be physical places or intangibles like community character. For the April 18th workshop, there were seven small discussion groups with about 7 people in each group. On April 22nd, eight small groups formed with approximately 8 people per group. The responses have been grouped into seven categories (environmental, city facilities/infrastructure, values, qualities/characteristics, community assets, events/activities, government services) with the number in front of the item indicating the number of groups (15 groups total) that included this issue on their lists. A complete list of each small group's comments is included in Appendix A of this report.

PART I – Treasures and Values

What are the treasures and values of Ormond Beach...the things (whether physical places, or intangibles like community character) you love about the city and want to see continued, protected or improved? What would you want to ensure is preserved as Ormond Beach plans for the future?

Environmental

- (9) Rivers
- (9) Beach
- (8) Preservation of trees, canopy
- (6) The Loop
- (5) Preservation of open space/green space
- (3) Ocean
- (3) Environmental assets
- (3) Environmental preservation/awareness
- (2) Clean water
- (1) Conservation areas
- (1) Encourage nature-green
- (1) Full of natural Florida
- (1) True wildlife areas

City Facilities/Infrastructure

- (11) All parks
 - (5) Central Park
 - (2) Andy Romano
 - (1) Bicentennial Park
 - (1) 4 Corners Park
 - (1) Riverfront Park
- (9) Recreational facilities
 - (3) Tennis courts
 - (1) Sports complex
 - (1) Golf courses

- (1) Skate park
- (1) Recreation centers
- (3) Library
- (2) Ormond Beach Bridge improvements
- (1) Airport
- (1) City Hall
- (1) Road and utility improvements
- (1) Traffic layout – easy access
- (1) Boat ramp

Values

- (4) Transparency
 - Communication
 - No hidden agendas
 - Open government
- (3) Responsiveness
- (3) Involvement – Buy-in
- (3) Accessible
 - Commission
 - City staff
 - City Manager
 - Police
- (2) Fiscally responsible
- (2) Strong faith-based
- (1) Sense of family
- (1) Conservation
- (1) Advocacy
- (1) Pride in community
- (1) Representative
- (1) Citizenship

Qualities/Characteristics

- (9) Small town atmosphere
- (7) Appearance – beautification – landscaping
- (6) Safe – low crime rate
- (6) Friendly people
- (4) Cleanliness
- (4) Height limits
- (4) Citizen participation/input
- (4) Diversity
 - Age
 - Religion
 - Business
 - Economic base
- (4) Heritage/History
 - Timicuan

- Birthplace of speed (2)
- 3 Chimneys
- Spanish
- English
- Rockefeller
- Ormond Hotel
- (4) Small businesses – family owned
- (3) Smart development – sensible, controlled growth
- (3) Family oriented
- (3) Volunteerism
- (3) Affordable – reasonable cost of living
- (2) Not too crowded
- (2) Historic preservation
- (2) Sense of community
- (2) Full of culture – fine arts
- (2) Good retirement place
- (2) Business friendly
- (2) Pro-active citizens and government
- (2) Civic character
- (1) Polite, considerate citizens
- (1) Signage restrictions
- (1) Pet friendly
- (1) Attractive to young people
- (1) Caters to needs of seniors – senior centers
- (1) Positive community spirit
- (1) Useable public spaces
- (1) Corridor appeal
- (1) Sophistication of Palm Beach without the stuffiness
- (1) Weather
- (1) Many different social groups
- (1) Central location
- (1) Veteran friendly
- (1) Laid-back
- (1) Easy access to water activities
- (1) Easy to get around
- (1) No racial problems
- (1) Low density buildings
- (1) Children and youth valued
- (1) Good government leadership
- (1) Quaint
- (1) Walkability
- (1) Multi-cultural
- (1) “Coming back home”

Community Assets

- (14) Historical sites

- (10) MacDonald House
- (7) The Casements
- (5) Ames House
- (5) Fire Station
- (2) 3 Chimneys
- (1) Sudan
- (1) Rigsby
- (1) Emmons Cottage
- (1) Pilgrim's Rest
- (5) Good schools
- (5) Art museum
- (4) World class residential neighborhoods – unique architecture, cool
- (4) Downtown revitalization
 - Incentives for refurbishing
- (3) Beach driving
- (3) No beach driving
- (2) Restaurants
 - (2) Billy's
- (1) Churches
- (1) 4 Corners of the bridge
- (1) Business Park
- (1) Good healthcare
- (1) Low income housing
- (1) Indian Mound/Bulon
- (1) Oceanside CC
- (1) AP building
- (1) Civic groups
- (1) Tomoka State Park
- (1) Farmer's Market

Events/Activities

- (7) Community events
 - 4th of July
 - Christmas parade
- (1) Parking for special events
- (1) Granada nightlife

Government Services

- (4) Recreation/Leisure Services
 - (4) Activities for seniors
 - (2) Activities for children
 - (1) Fitness activities
 - (1) Outdoors activities
- (3) Taking care of public places – preservation and maintenance of public property
- (1) Government services
- (1) Recycled water

- (1) Government on top of infrastructure provision
- (1) Good civic planning
- (1) Low taxes
- (1) Helpful police

VISION 2025

The second task assigned to the small groups was to discuss the City of Ormond Beach ten years from now. What will the city be like? What does it look like? What is it like to live here, work here, retire here? What kinds of economic activity take place here? The participants were invited to share their hopes and dreams for the future of the city. The responses have been organized into eight categories (environment, infrastructure, quality of life, government services/operations, development/redevelopment, economic development, historic preservation, and transportation) combining information from all the groups. The number in front of the item indicates the number of groups in both workshops (total of 15) that included this issue on their lists. A separate listing of the responses from each group is found in Appendix B.

Environment

- (7) Sustainability/conservation/environment with protection measures
 - Water use/reuse – available everywhere
 - Recycling
 - Solar (on public buildings and solar hot water), wind, and wave energy
 - Energy efficiency – leaders in green energy
- (3) Clean water - water quality in river would be improved
- (1) Environmental asset improvements
- (1) Pesticide/herbicide use
- (1) Increased awareness of, education, and control of environmental degradation with legislation
- (1) Environmentally friendly transportation
- (1) Preserve natural environment
- (1) Purchase more park land
- (1) Live oak replacement policy
- (1) No invasive plant species
- (1) Clean air

Infrastructure

- (7) Walkability
 - Lower speed limits
 - More crosswalks – better signed
 - Walkovers
 - Lower speed limits
 - Wider sidewalks
 - Enhanced pedestrian facilities
- (5) Better access to beach/waterfront
 - Develop beach access plan
 - Walkways

- Driving available
- (4) Underground all utilities
- (3) Bridge lighting
- (2) Traffic issues
 - Synchronized and computerized traffic lights
- (1) Drainage
- (1) Parking development downtown
- (1) Additional bridge access to keep with population and emergency needs

Quality of Life

- (3) Museums
 - Birthplace of Speed Museum (S.R., Perrot building)
 - Expansion of the educational museum corridor – city park at 3 Chimneys (Sanchez Park model)
- (3) More events
 - Outdoor events
 - Increase cultural events to bring in people outside of the community (national, regional)
 - Special events for all ages including senior activities
- (3) Created new, larger arts and civic center for increased creative community, arts, and youth programs; increased support for the arts
 - Community art district
- (2) Livable community – community as a whole has earned designation as a livable community
- (2) Affordability maintained
 - Affordable senior housing
- (2) More dog parks/play parks
- (2) Marina at Cassen Park with water taxis
- (2) Lots of gardens
 - Community vegetable gardens
- (2) Increase professional/international and competitive/higher level of youth sports –thriving youth sports/recreation
- (1) No high rises on the beach
- (1) Dog friendly beaches and businesses
- (1) No dog friendly beaches
- (1) Sufficient, affordable facilities for elder care
- (1) Affordable medical care
- (1) Higher standards, consistent
- (1) Biking
- (1) On weekends (1 day) one-way or loop/John Anderson to encourage pedestrian/bike-national news as a cultural event
- (1) Preserve/improve beauty and quality of life – maintain sensible development (Main St.)
- (1) Ethnic diversity
- (1) More entertainment
- (1) Beach driving continues
- (1) No beach driving
- (1) Housing for veterans
- (1) Welcome (home-style) center for motorcycle and racing visitors (west of town)

- (1) That we not outgrow our village with uncontrolled growth
- (1) Recreation for senior citizens
- (1) Strong faith community
- (1) The first block of Riverside Drive would be part of Rockefeller Gardens, no cars!
- (1) Better acoustics in Senior Center auditorium
- (1) Community fire pit on the beach

Government Services/Operations

- (4) City-wide beautification/neighborhood improvement
 - Bridge beautification
 - Beautify concrete plant
 - Beautiful landscaping and trees including gateway, manicured
- (3) City-wide Wi-Fi
- (2) Technology
 - New technology; improve technology infrastructure
- (2) Code enforcement - universal
- (2) Eliminate “zombie” houses
- (1) Underground utilities
- (1) Government transparency on zoning and growth issues
- (1) Citizens involved in planning
- (1) Directive signage
- (1) Pension reform
- (1) Homeless shelter
- (1) Keep taxes low
- (1) Preserve neighborhoods with strict codes
- (1) Develop nature trail at 3 Chimneys
- (1) Maintain regulations on construction
- (1) Equitable use of services – parks, technology, drainage
- (1) More diversity in city leadership/departments
- (1) Maintain building height restrictions
- (1) Better communication from city to community with grant opportunities for private business
- (1) Better traffic control during large events (bike week)
- (1) City composting
- (1) Updated city website, FaceBook page, etc.
- (1) Conflict for developers on planning board
- (2) Blight – dilapidated sidewalks, parks
 - No blighted commercial/residential – hold owners accountable

Development/Redevelopment

- (3) North and South US 1 redevelopment – appearance, zoning – form and function
- (2) Continued improvements on W. Granada (US 1 to beach)
- (1) Promenade A1A – eliminate strip malls
- (1) Focus attention on older neighborhoods
- (1) South Nova Rd. redevelopment
- (1) Be annexation friendly
- (1) Smart growth – new development

- (1) Grants rejuvenate/landscape old houses
- (1) Take closed commercial properties and repurpose
- (1) Maintain current code
- (1) Control development to preserving small town atmosphere in the future
- (1) Redevelopment of old Ormond Beach
- (1) Better design control over new construction and remodels
- (1) Manage growth
- (1) Planned development: codes consist to promote aesthetic building and housing community height restrictions
- (1) Trailer park would be park or housing

Economic Development

- (6) The Crossings
 - New industrial development at the Crossings
 - Built
- (5) Downtown
 - Mixed use for downtown
 - Boutique hotels in downtown and district
 - Expand including Lincoln Rd.
 - Make downtown a place many come to shop, etc.
 - Pedestrian friendly, thriving – outdoor dining, small family owned businesses
- (4) Development of well-paying jobs
 - Grow new industry- high tech jobs, youth training
- (3) Encourage new businesses for clean development
- (1) Expand Ormond airport
- (1) Black owned businesses in Sudan Ave. – Collier Cir., Daniels Dr., Ike Hall Way, Postell Parkway
- (1) Pursue opportunities for higher paying jobs
- (1) Shops on the river/promenade
- (1) Vibrant support of small businesses (Artisans!- artists’ co-op, coffee hours)
- (1) Better use CDBG funds – use for downtown core
- (1) See a more vibrant Main St. like DeLand or Winter Park
- (1) Diverse economic base
- (1) Better visibility of visitor’s center – coordinated effort and result of resources in one place; better branding
- (1) Riverfront destination
- (1) Anchor projects
- (1) Get more direct flights to major cities in order to bring in more business
- (1) More restaurants on the river and ocean
- (1) One block on either side of Granada from Beach St. to US 1 would be little shops, cafes, etc. mixed use including housing
- (1) Trader Joe’s open in Food Lion building
- (1) Emphasis on vo/tech – not all students are college bound
- (1) Need for apprenticeships and internships

Historic Preservation

- (9) Enshrining as permanent (in code?) the protection and highest possible mainstream of historic properties; adding to them; making more of our colorful history' stronger historic preservation board
 - Take historic properties off the chopping block
 - Preserve our historic core city – historic art assets
 - Increase visibility
 - Save the character of the city
 - Historic sites and trees
 - 1st block of Riverside Drive – part of Casements – no cars
 - All historic buildings owned by city would be properly and beautifully maintained, including termite inspections
- (2) Renovate McDonald House and maintain tennis court and parking
 - A museum of Ormond Beach history at the MacDonal house to complete Museum Row
- (1) Maintain, enhance all treasures and values
- (1) Need fire house and use for public
- (1) Add AME church to list of historic buildings and preservation
- (1) Establishment of continued historic funds/increased

Transportation

- (4) Mass/public transit improvements
 - Including encouragement of education
 - More efficient public transportation for seniors
- (2) Light rail transportation to Orlando, etc.
 - SunRail
- (1) Granada Ave. trolley from A1A to I-95
 - (1) Pressure for Fl East Coast Railway
- (1) Slow Beach St. traffic
- (1) Water taxis
- (1) Connecting bike paths – to other communities
- (1) More alternatives to vehicular transportation

CONCLUSIONS

Both community workshops were well attended with a mix of attendees. The diversity of the city was reflected in various dimensions: age, ethnicity, length of residency, etc. However, one common characteristic was evident and that was the love and passion the residents of Ormond Beach have for the city and their desire to see it continue as a wonderful place to live in the future.

There was no shortage of ideas generated and as the City Commission plans for the future, it is important that the Commission keeps in mind the identified treasures and values that the residents would like to see continued or improved upon. There was broad agreement upon the following:

- Historic sites

- The rivers
- The beach
- The trees
- City parks
- Community events
- The small town atmosphere
- The appearance of the city
- Safety in the city

While numerous suggestions were made for projects and programs to be initiated to create a desired future for the city, there was a great deal of consensus around a few topics. It is clear that the following issues were supported by many of the people in attendance at the workshops:

- Historic preservation
- Environmental sustainability
- Controlled development
- Appropriate economic development – completion of Ormond Crossings
- Downtown redevelopment
- Maintaining the small town feel
- Walkability
- City-wide beautification

The City of Ormond Beach has a rich history that is treasured by its residents. At the same time, the desire for a future that values the past is combined with an openness to new ideas that will make this wonderful community even better. The challenge ahead is to achieve a balance that will ensure continued success.

APPENDIX A

The treasures and values identified by participants who attended the Community Conversations workshop held on April 18, 2015:

Group 1

Beach driving
 Historical sites
 Central Park
 Other parks
 Golf courses
 Tennis courts and soft courts
 The Loop
 Events and activities
 Granada Nightlife
 Ocean and River
 Granada beautification
 Traffic layout
 Easy access
 Polite, considerate citizens
 Fitness and recreational opportunities
 Preservation of trees (oaks)
 Airport
 Quality of life and values
 Weather
 Cleanliness
 Not too crowded
 Churches
 Good schools
 Skate park
 Sports complex

Group 2

Recreational facilities
 Sense of family
 Maintain height limit
 Parks and beautification
 Smart development
 Historic preservation
 MacDonald House
 Fire House
 Ames House
 Beach and riverfront
 First class facilities

Government services
 Citizen participation
 “4 Corners” of the bridge
 Safe neighborhoods
 Community events
 Diverse population – age
 Environmental assets
 Business diversity/business park

Group 3

Appearance – landscapes – developers need to provide more than minimal landscaping
 Height limitation of buildings
 Signage restrictions
 Excellent facilities for recreation
 Preservation of historic buildings – MacDonald House, Ames Building, Firehouse
 Advantage of recycled water – expand where possible
 Tweaking of road and utility improvements
 Preserve ‘green space’
 Intrinsic Values:
 Fine quality of life
 Family oriented
 Pet friendly – parks must be maintained
 Responsiveness of government
 Attracting young people to area
 Efforts to be fiscally responsible
 Cater to needs of elderly (senior centers)
 Strong faith-based community
 Openers to citizen input

Group 4

Architecture:
 History – MacDonald House, Ames, etc.
 Heritage: Timucuan, Speed 3 Chimneys
 Spanish, English, Rockefeller
 Parks, open spaces, recreation, boating
 Unique natural beauty: 2 Rivers, ocean, trees and conservation areas
 Residential neighborhoods: world class
 Efficient responsive government
 Volunteerism, positive community spirit
 Sense of place “small town” atmosphere
 Senior citizens and children – leisure activities

Group 5

Treasures:
 Beach
 Tennis courts, recreation areas, parks

Historical buildings: Fire House, MacDonald, Casements
 Encourage Nature – Green
 Central Park
 Bicentennial Park
 Senior activities

Values:
 SHFE (teen) lack of crime
 Transparency government – communication
 Conservation
 Involvement, advocacy
 Small town atmosphere
 Well ordered, clean
 Diverse economic base
 Good quality schools

Group 6

River access – beaches
 Parks and public – leisure services
 History – old buildings
 Library and museum
 Public space – useable
 Walk around town – small town atmosphere w safety
 Small business owners
 Events – Holidays -4th July, Christmas parade
 City officials' responsiveness
 Expand beachside
 Corridor appeal (derelict Food Lion)
 Transparency – no hidden agendas
 Environmental and historic preservation

Group 7

Small town feeling – quality of life
 History of Ormond – Casements, Ormond Hotel, Birthplace of Speed, *keep historic buildings
 Outdoor recreational opportunities
 Open spaces/full of natural of FL
 Sophistication of Palm Beach w/o stuffiness
 Affordable
 Family friendly
 Small town but full of culture
 True wildlife areas and need to maintain
 Sensible development and need to maintain that pattern
 Good public school system
 Parks (especially Central park) Andy Romano Park
 Beach and River (Tomoka, Halifax)
 Volunteer opportunities

Library/City Hall/OB Bridge

The treasures and values identified by participants who attended the Community Conversations workshop held on April 22, 2015:

Group 1

Loop

MacDonald House

Not driving on the beach

All historic buildings

Beautiful landscaping medians

Downtown being revitalized

Sport fields

All parks

Different social groups and many

Water, trees, natural environmental beauty

Geographic location (centrally located)

Children and senior activities

Cultural events (diverse and numerous)

Restaurants

Values:

Friendly people

Open government

Great place to raise a family (retire too)

Veteran (military) friendly

Reasonable cost of living

Strong faith-based community

Government on top of infrastructure

Physically clean community

Pride (proud) of community

Fiscally responsible

Attorneys' willingness to work with non-profits

City business friendly

Seeking citizen input

Government and citizens are pro-active

Group 2

Crime rate low

Good civic planning

Small town feeling

Friendly

Physical beauty (landscaping)

Affordability

Friendly, accessible city staff, manager, and police

Historic districts – Sudan, Rigsby school, historic buildings (Casements, MacDonald House,

Three Chimneys)

Laid back pace
 Cleanliness
 Easy access to water activities, Parks
 4 Corners Park/Central Park
 Trees, tree canopies
 Scenic loop and trail
 Active citizens
 Volunteerism
 Ormond Art Museum
 Active and growing downtown

Group 3

Save MacDonald House/preserve (history)
 Natural environment
 Quiet beachfront
 River/ocean/loop
 Easy to get around
 Simplicity/not congested
 Unique architecture/neighborhood
 Small business/local
 Small town feel
 Clean water
 No racial problems
 Safety – low crime
 Good healthcare
 Sports – Youth and families
 Over 40 parks
 Low taxes
 Controlled growth
 Beauty

Group 4

Loves retirement
 Taking care of public spaces
 Business friendly
 Beach/beach access
 Parks
 Friendly
 History
 Ames House
 MacDonald House
 Recreation Centers
 Fields, Adult Programs
 Low income housing
 Open city commission
 Fine Arts

Sense of community
 Special events
 Low density building
 Trees
 Coming back home to Ormond
 Preserving nature
Values:
 Need city commission representative of its constituents/voters
 Want to talk to representative
 Citizenship
 Preserve public properties – maintain
 Children/youth are valued
 Community involvement
 Neighborhood watch
 We are a very blessed community!

Group 5

Treasures:
 Nature/preservation
 River
 Beach/parking
 Recreation – facilities
 Free canopy
 Parks
 Downtown/redevelopment
 Bridge – improvements
 History
 Small town feel
 Casements
 Good education/schools
 Safety and security/good police/fire
 Community-wide events
 Diversity/religions
 Family
 Child recreation/playgrounds
 Beauty/sunsets/sunrises
 Friendliness
 Building height restrictions
 Historical buildings
 Small town feel

Group 6

Library/Tennis Center
 Indian Mound/Bulon
 Beach/parks/landscapes
 Historic places – Pilgrims rest

MacDonald/Ames/Casements
 Billy's
 Art museum – civic character
 Oceanside CC
 River/riverfront park
 Loop
 Central park/outdoor rec
 3 Chimneys
 AP Building
 Civic groups
Values:
 Sense of history
 Strong community buy-in involvement
 Low crime/safety
 Strong civic sense
 Good government leadership

Group 7

Access to the beach (driving)
 Preserve historic (sites, buildings)
 Casement and campus
 MacDonald House
 Fire station – preserve The Loop
 Ames House – canopied streets
 Ormond Museum and Gardens
 Billy's Tap Room and Gaslight Shoppes
 Height restrictions on new construction
 Family owned businesses
 Keep downtown (hometown) feel (atmosphere)
 Keep parks and recreation maintained
 Keep our "Tree City USA" going
 Landscaping and improvement to gateway
 Special events – 4th July/.....
 Parking for special events, businesses, bridge
 Incentives for refurbishing buildings
 Community involvement
 Keep Ormond quaint

Group 8

Historic sites
 Trees
 Beach!
 River
 Friendliness
 Restaurants
 Community feeling

School system
 Environmental awareness
 Art museum
 Walkability
 Tomoka St. Park
 Accessibility of city government
 Events/festivals
 Multicultural
 Playgrounds/sport fields
 Small shops
 Farmers market
 Boat ramp
 Parks
 Cool neighborhoods
 We feel safe here
 Helpful police
 Andy Romano Park
What should be preserved?
 Historic buildings
 MacDonald House!
 Casements campus
 Art museum and gardens
 Fire station
 Emmons cottage
 Non-driving beaches!
 Driving beaches in some areas

APPENDIX B

VISION 2025

Vision for the City of Ormond Beach in the year 2025 as described by the small discussion groups on April 18, 2015. Items highlighted with an asterisk in front of them are the priorities each group designated for the future.

Group 1

*Renovate McDonald House and maintain
Tennis court and parking

*Encourage new businesses for clean development

*Develop a beach accessibility plan

Government Transparency on zoning and growth issues

Citizens involved in planning

Lite rail transportation to Orlando, etc.

Granada Ave. trolley from A1A to I-95

New industrial development at The Crossings
 Expand Ormond Airport
 Livable community

Group 2

*Focus attention on older neighborhoods

*Enhance pedestrian/bike facilities

*No high rises on the beach

Future traffic issues

Black owned businesses in Sudan area

Collier Circle

Daniels Drive

Ike Hall Way

Postell Parkway

Dog friendly beaches and businesses

Continued improvements on W Granada (US1 to beach)

Birthplace of Speed Museum (S.R. Perrot Bldg)?

Directive signage

No dog friendly beaches

More outdoor event venues

Pursue opportunities for higher paying jobs

Ormond Crossings

North and South US1 redevelopment

South Nova Rd. redevelopment

Group 3

Emphasis on no/tech – not all students are college bound

Need for apprenticeships and internships

Mass transit improvements

Pressure on FL. East Coast Railway

Sufficient, affordable facilities for elder care

Pension reform

Affordable medical care

Increased awareness of and education and control of environmental degradation with legislation

Continued improvement of US1 – appearance, zoning

Be annexation friendly

Top 3:

*Emphasis on vo/tech training. Not all kids are college bound. Need for apprenticeships and internships

*Affordable medical care including sufficient, affordable facilities for elder care (pet friendly)

*Control of environmental degradation with legislation

Group 4

Maintain, enhance all treasures and values above commercial property filled and thriving, redevelopment

US1 and SR 40 form and function - \$ attraction
 Smart growth – new development
 Beach access - walkways
 Ormond Crossings Business Park built!
 Higher standards, consistent, biking!
 Energy efficiency, water resources

Top 3:

*Maintain all treasures and values (Part I – eight categories) sense of permanence and predictability

*US1 & SR 40 Corridors

Form (beauty, aesthetics, new business, Ormond Crossings)

Function (logistics, traffic)

*Smart Growth

Standards commercial, residential

Energy, renewable

Water conservation

Biking

Beach access

Group 5

Several members of this group left the workshop during the break, so the remaining members joined other groups for this discussion

Group 6

Need Fire House and use for public

Taking these properties off the chopping block

*Enshrining as permanent (in code?) the projection and highest possible mainstream of historic properties. Adding to them. Making more of our colorful history stronger historic preservation board.

*Sustainability/conservation/environment with protection measures

Water use/reuse

Recycling

Solar (on public buildings and solar hot water)

Pesticide/herbicide use

*Walkability/public green space/pedestrian bike safety (lanes, barrier, bike paths!)

Slow beach street traffic – Jacksonville

Shops on the river/promenade

More sidewalks (John Anderson)

Underground wiring

Vibrant support of small businesses (Artisans! – artists co-op, coffee house)

Vacant/blighted buildings in core

Better use CDBG \$ - use for downtown core

Blight – dilapidated properties, sidewalks, parks

Public transit – including encouragement of education

On weekends (1 day) one way or loop/John Anderson to encourage pedestrian/bike – national news as cultural event
 Vacant houses/business care
 Homeless shelter
 Grants rejuvenate/landscape, old houses, to increase walkability
 Conflict for developers on planning board
 St. Augustine
 Jacksonville/Atlantic/Neptune Beach
 Beaufort
 Deland

Group 7

Architectural/physical – natural
 Preserve/improve beauty and quality of life – maintain sensible development (Main St.)
 Walkability to enjoy town
 Draws a younger crowd
 See a more vibrant Main St. like Deland or Winter Park
 Mass transit improvement
 Ethnic diversity
 Diverse economic base
 (Silicon Valley model) non-service oriented
 Affordability maintained

Vision for the City of Ormond Beach in the year 2025 as described by the small discussion groups on April 22, 2015. Items highlighted in yellow are the priorities each group designated for the future.

Group 1

Vision:

*The existence of Ormond Crossings

*City-wide Wi-Fi

*No blighted commercial/residential (hold owners accountable)

A museum of Ormond Beach history at the MacDonal House to complete Museum Row

Environmentally

 Friendly transportation and utilities

Better access to water front

 Tamoka inland/ Halifax waterways

Bridge lighting

Synchronized and computerized traffic lights

Better visibility of visitor center

 Coordinated effort and result of resources in 1 place

 Better branding

More dog walk/play parks

Development of well-paying jobs

More entertainment

Group 2**Priorities:**

Environmental asset improvements

Reused water, underground utilities

Green energy

Grow new industry –

Complete Ormond Crossings, high tech jobs, youth trainings

Created new arts and civic center for

Increased creative community, arts, and youth programs

Preserve our historic core city

Historic arts assets

Improved walkability

Neighborhoods preserved with strict codes

Keep taxes low

Finish development of Ormond Crossings

High tech jobs

Clean industry

Keep historical areas and buildings (added to National Register)

Welcome (home-style) center for motorcycle and racing visitors (west of town)

Become leaders in green energy

New larger arts and civic center

Revised water available everywhere

Increases support for the arts and creative community with programs for youth

Improve technology infrastructure

Preserve neighborhoods with strict codes

Increased walkability in the city center – bigger sidewalks, side walk cafes, less traffic hazards

Marina at Cassen Park with water taxis

Beach driving continues

No beach driving

Underground all utilities

Extend Hand Avenue

Group 3

*Preserve history – buildings, residents

*Mixed use for downtown

*Riverfront destination

*Bridge beautification

Promenade A1A – eliminate strip malls

Beautify concrete plant

Widen sidewalks

Preserve natural environment

Clean river water

Housing for veterans

Water taxis

Limited marina

Shared parking
 Railroad – Sunrail (tourist)
 Develop nature trail at 3 chimneys
 Eliminate Zombie Houses
 Beach access
 Boutique hotels in downtown and district
 Maintain current code
 Take closed commercial properties and repurpose
 Academic (art, music) center in downtown
 Anchor projects

Group 4

Future plans:

- *That we not outgrow our village with uncontrolled growth
- *Control development to preserving small town atmosphere future
- *Tech Company to attract young workers/families
- *Add AME Church to list of historic buildings and preservation

Maintain regulations on construction
 Museums
 Increase historic preservation – gain visibility
 Small beachfront parks with small parking/bathroom/shower
 Establishment of continued historic funds/increased
 Purchase more park land
 Equitable use of services – parks, technology, drainage
 Code enforcement
 More lights (by AME Church and on the corner of Live Oak)
 Drainage
 Connecting bike paths – to other communities
 Increase professional/international competitiveness/higher level of youth sports

Group 5

- *City-wide beautification/neighborhood improvement (not just Granada area)
 Universal code enforcement
- *Expand downtown economic development including Lincoln Road
 Parking development
 Make downtown (A1A to Orchard) a place many come to shop etc.
- *More diversity in city leadership/departments
 Maintain building height restrictions

Better communication from city to community with grant opportunities for private business
 Get more direct flights to major cities in order to bring in more business – more jobs in the community
 Lobby bullet train to I4
 Affordable senior housing
 Recreational for senior citizens
 Clean manufacturing coupled with training

Group 6

*Community as a whole has earned the designation as a livable community
Redevelopment of old Ormond Beach

*Save historic sites to save the character of the city

*Additional bridge access, to keep with population and emergency needs – includes bridge lighting

More efficient public transportation for seniors

More attractive for economic development

Expansion of the educational museum corridor

City park out Three Chimneys (Sanchez Park model)

Light the Granada Bridge

Marina at Cassen Park

Community art district

Walkable downtown

Promotion of solar and wave energy, and wind

Better traffic control during large events (Bike Week)

Increase cultural events to bring in people outside of the community (national, regional)

Better design control over new construction and remodels

Group 7

*Historical city sites and trees

Thriving recreation, youth sports

*Manage growth

Infrastructure should grow with population (Police, fire, schools, roads)

*Beautiful landscaping and trees including gateway, manicured

Environmental friendly (Clean water ways, Clean air)

Lots of gardens

Pedestrian friendly, thriving downtown with outdoor dining and small family owned business

Underground utilities

Planned development: codes consist to promote aesthetic building and housing community with height restrictions

Public transportation connecting mainland to beach

Access to beach and driving available

Small quaint town with special events for all ages including senior activities

Strong faith community

Group 8

*Walkability

Lower speed limits

More and better crosswalks

More outdoor dining

*Historic preservation

1st block Riverside drive part of Casements/no cars

*New technology

Underground utilities

Citywide Wi-Fi

Walkability

More alternatives to vehicular transportation

New dog parks

More walkability on Granada

Lower speed limits

More crosswalks – better signed

Walkovers?

More outdoor dining

Historic preservation

New tennis building on beachside

New clay courts

MacDonald House is historic museum

Firehouse tenants include Historic Society, Ormond Beach Main Street, etc.

The first block of Riverside Drive would be part of Rockefeller Gardens. No cars!

All overhead wiring will be put under ground

Trailer park would be park or housing

Water quality in river would be improved

There would be more restaurants on the river and the ocean

One block on either side of Granada from Beach St. to US1 would be little shops, cafés, etc., mixed use including housing

All historic buildings owned by city would be properly and beautifully maintained, including Termite inspections

No more zombie homes in Ormond Beach

Citywide Wi-Fi

City composting

Updated city website, FB page, etc.

Community vegetable gardens

No “big box” stores in downtown

Trader Joes open in Food Lion building

Or Food Lion building becomes mixed use

Live Oak replacement policy

No invasive plant species

Better acoustics in Senior center auditorium

Community fire pit on the beach

**MINUTES
CITY OF ORMOND BEACH
COMMUNITY CONVERSATION WORKSHOP**

April 18, 2015

9:00 a.m.

Performing Arts Center Blue Room

I. Welcome and Introductions

Present were Facilitator Marilyn Crotty, Director of the Florida Institute of Government at the University of Central Florida, City Manager Joyce Shanahan, Police Chief Andy Osterkamp, Economic Development Director Joe Mannarino, Information Technology Director Ned Huhta, City Clerk Scott McKee, Utilities Manager Dave Ponitz, and Executive Secretary Terri Hamsher; and 45 citizens that were distributed amongst seven (7) tables.

Ms. Joyce Shanahan, City Manager, welcomed those in attendance and thanked them for being there, especially early on a Saturday morning. She explained that this was the first Community Conversation Workshop and that it would begin the strategic planning process for the City Commission. She noted that two Community Conversation Workshops would be held and explained that as both would follow the same format it was not necessary for any of those present to attend the second one in addition to this one. She explained that the feedback that the citizens provided in this workshop would be shared with the City Commission for their Strategic Planning Workshop. She welcomed the audience to the workshop and thanked them for attending on behalf of the City Commission.

Ms. Shanahan introduced Ms. Marilyn Crotty, Director of the Florida Institute of Government at the University of Central Florida. She explained that Ms. Crotty held Community Conversations and Strategic Planning workshops throughout Central Florida and the state. She asked those in attendance to join her in welcoming Ms. Crotty.

Ms. Marilyn Crotty, Director of the Florida Institute of Government at the University of Central Florida, thanked Ms. Shanahan and the audience. She stated that Ormond Beach was a beautiful city. She stated that she lived in Seminole County and noted that on her drive into the city, she thought that Ormond Beach was a special place. She explained that she was a native of Florida and had grown up in Orlando and visited the beach in Volusia County every summer as a child. She stated that she was delighted to be there today to assist.

II. Overview of Strategic Planning Process

Ms. Crotty explained that she wanted to let those in attendance know that most cities did no strategic planning. She stated that only good cities undertook strategic planning and that the ones who most needed to do so usually did not. She noted that those cities that needed it were often focused just on the issue of the day without thinking of long term consequences and were usually more concerned with their own positions rather than the future of their community. She stated that Ormond Beach was going through a strategic planning process and was also engaging their citizens. She noted that most cities confined strategic planning to City Commission and staff participation only. She explained that Ormond Beach was starting their process by

asking citizens about their dreams, desires and interests for the community. She stated that she hoped it would be a pleasant experience and that the citizens would gain as much as they gave.

Ms. Crotty stated that the conversation would be totally participatory and asked that citizens be equipped to both talk and listen. She explained that the city staff present would observe but would not be a part of the discussion as this part of the process was just for citizens. She noted that there would be a repeat session of this workshop on Wednesday, April 22, 2015. She invited the citizens in attendance to share that information with their friends and neighbors so that they could take the opportunity to weigh in with their ideas, as well. She stated that the City Commission would have their Strategic Planning Workshop on May 12, 2015, beginning at 3:30 p.m. She explained that members of the public were welcome to attend and observe the session. She explained that all of the information generated at today's session would be put into a report that she would write for the City Commission to use during their process. She stated that the city would use the contact information on the sign-in sheet to email or mail a copy of the report to those in attendance once it was completed.

Ms. Crotty noted that agendas with a worksheet on the back had been given to each participant. She explained that conversations would be held and ideas would be shared amongst the groups at each of the tables. She explained that in order to capture the conversations each table had a flip chart on an easel and markers. She stated that each table would need a volunteer to serve as the recorder or scribe. She noted that the only requirement to serve as the scribe was to have somewhat legible handwriting as she would have to interpret what was written in order to include it in her report. She explained that not everything said needed to be recorded but that the scribe should write down the key points discussed and the essence of what comments were made by the individuals in their group. She explained that reports would be made from each table to the overall group summarizing their discussions. She stated that someone at each table would need to serve as the speaker to make their report.

III. Identification of Community Treasures and Values

Ms. Crotty stated that she wanted the audience to think about treasures and values. She explained that this meant to think about the qualities, characteristics and things in Ormond Beach that made it a place that they loved. She asked them to think about the things in the community that mattered a lot to them and about the values that they would like to see continued in the future. She asked the audience members to introduce themselves to the other members of their table groups before beginning their discussions. She explained that some of the things discussed would be specific physical characteristics of the city and some would be qualities that made the city the place it was. She asked them to think about the values of the city and things that were guiding principles that people in the city subscribed to and wanted to see the city continue to have. She requested that treasures be discussed first. She noted that values underlie actions, activities and the sense of community in Ormond Beach.

The worksheet discussion question was presented as follows:

Part I – Treasures and Values

What are the treasures and values of Ormond Beach... the things (whether physical places, or intangibles like community character) you love about the city and want to see continued, protected or improved? What would you want to ensure is preserved as Ormond Beach plans for the future?

Ms. Crotty asked if there were any questions.

An individual from the audience asked if a roster of those participating in the workshop would be included in Ms. Crotty's report; whereby, Ms. Crotty stated that the city could add that information.

Ms. Crotty requested members of the audience to raise their hands if they had lived in the city for 50 years or more. She repeated the exercise with those that had lived in the city for 30 years, 20 years, 15 years, ten years, five years and less than five years. She noted that there were respondents for each category. She stated that a great mix was represented among those who had lived in the city long term and those that were fairly new to it.

An individual in the audience asked whether someone would be presenting the plan adopted by the city; whereby, Ms. Crotty explained that the city did not presently have a strategic plan in place but noted that they had many plans for different aspects. She explained that the citizens present had an opportunity to help the overall strategic plan that was being developed. She noted that at this session they did not want staff or elected officials to influence the citizens' input and wanted to hear from the citizens directly.

Another individual in the audience inquired about whether they could keep the agenda paper provided and another individual inquired about getting an extra agenda handout.

Ms. Crotty clarified that anything anyone said at the table was valuable and that the entire table group did not have to agree on an idea for it to be included on the flip chart. She stated that she would give the groups about 15 to 20 minutes to complete their first discussion and reminded them to give themselves time to discuss the values as well as the treasures.

Ms. Crotty instructed the group discussions to begin at 9:24 a.m.

Discussion among the groups at the tables ensued.

Ms. Crotty asked the groups to complete their discussions and to provide their reports at 9:54 a.m.

The citizens in attendance had been divided into seven tables. The table groups' reports were presented in no particular order. Ms. Crotty asked for volunteers and the groups presented in the order in which they volunteered to speak.

Table 4:

Mr. Jeff Boyle, 614 N. Halifax Drive, was the speaker for Table Four. He stated that history was a treasure in Ormond Beach, which included historical architecture such as the MacDonald House and Ames House, as well the historic heritage in the city

such as the Tomoka and Timucuan Indians, Birthplace of Speed history, Three Chimneys site, Spanish and English area history, and Rockefeller era history. He stated that the city's history was unique, and they had listed it first on their list of treasures. He stated that Ormond Beach was well served aesthetically and in function by its parks, open spaces, and recreation. He noted that a real treasure was the city's unique natural beauty including its two rivers and an ocean. He stated that other treasures included Ormond Beach's small town flair, trees, and conservation areas in the city and bordering it to the north, eclectic residential neighborhoods both old and new, particularly along the river and in older communities, and efficient responsive government.

Mr. Boyle stated that people built Ormond Beach one brick at a time. He noted that values in Ormond Beach included a spirit of volunteerism and a positive community spirit. He relayed a story of two Ormond Beach residents rescuing others on boats in raging seas in 1896 and cited it as an example of people helping others in the city. He noted that spirit continued in the city and was evidenced by community members attending the session this morning to try and make the city a better place. He stated that other values in Ormond Beach included a sense of place, a small town atmosphere, and the responsibility and recognition to take care of seniors and children in the city. He noted that leisure activities served those groups well.

Table 7

Mr. Charles Ferguson, 44 Kent Drive, was the speaker for Table Seven, he stated that the outdoor recreational opportunities in Ormond Beach were wonderful. He stated that other treasures in Ormond Beach included true wildlife areas and wonderful parks including Central Park and Andy Romano Beachfront Park. He explained that his group felt that Ormond Beach was very unique and had a wonderful history. He lamented the destruction of the Ormond Hotel and noted that it had been the largest wooden hotel in the world. He stated that the loss of that hotel was a tragedy and a tremendous demonstration of ignorance. He explained that he knew money was a factor in its loss, but he felt that it could have put Ormond Beach on the world's map. He stated that another mistake like that should not be made with the history of Ormond Beach, noting that Ormond Beach still had a lot of historical sites such as The Casements.

Mr. Ferguson stated that City Hall and the library were beautifully combined with the river and Granada Bridge. He stated that Ormond Beach was blessed by God and nature to have treasures such as the Halifax River, Tomoka River and ocean. He explained that while Ormond Beach was a small town, it had a lot of culture and a level of sophistication. He clarified that sophistication was not snobbishness. He cited Palm Beach as an example of an area where the population felt very separated and were trying to outdo one another. He stated that Ormond Beach had family friendly values and remained affordable. He noted that Ormond Beach had sensible development and needed to continue to maintain that pattern. He stated that trees and historic buildings should be protected. He stated that the public school system was good and cited Seabreeze High School and the new middle school on the mainland as examples. He summarized that Ormond Beach was a wonderful city and should be kept that way.

Table 6

Ms. Shannon McLeish, 25 Live Oak Drive, was the speaker for Table Six, she noted that her table had discussions that were similar to Table Four and Table Seven. She

clarified that the treasures and values she would mention were not necessarily in any order. She stated that they discussed placing a high priority on river and beach access and public access to parks. She stated that other treasures and values included leisure services, celebrations and festivals, volunteerism, the library and museum, and history and historic buildings, such as The Casements, MacDonald House, and Ames House. She noted that walk-ability was also mentioned as well as neighborly values, the safety of city, the feeling of comfort and well-being, and the small businesses. She noted that her group discussed the responsiveness of city officials including the continued need for transparency without hidden agendas and the preservation of public space and history. She explained that what made Ormond Beach was that the community and community groups were committed to preserving the history of the city. She stated that they all discussed environmental preservation and family values. She also noted that blight remained in core areas but that would be a later topic for discussion.

An individual at Table Six noted that Ms. McLeish's two young daughters were seated at the table and that they were two of the youngest Ormond Beach residents. She explained that the two girls had spoken up and had contributed the topic of environmental preservation to the discussion.

Ms. Crotty noted that strategic planning was important as it was for the future of Ormond Beach which included the young girls and their friends.

Table 2

Mr. Harold Briley, 902 Village Drive, as speaker for Table Two, stated that the first treasures they discussed were the city's recreational facilities, noting that the citizens of Ormond Beach were blessed to have the finest recreational facilities in Volusia County and maybe even the east coast of Florida. He stated that other treasures and values in the City of Ormond Beach included the small town feel, strong sense of community, maintaining height limits on the beachside, parks and beautification, smart development, historic preservation of historical sites, such as the MacDonald House, historic Fire station and Ames House, the beach and river, first class facilities, parks, City Hall, library, and Performing Arts Center. He stated that Ormond Beach had the finest government services in the area and that citizen participation was a key value. He noted that the four corners of the bridge were also a treasure. He stated that other values discussed included the low crime rate, safe neighborhoods, community events and diverse population based on age. He noted that Mr. Rick Fraser, Executive Director of the Ormond Beach Chamber of Commerce, was seated at his table and had shared that 20 years ago the demography was much older than it was presently. He stated that environmental assets such as the Tomoka River were also city treasures. He stated that business diversity and the business park distinguished Ormond Beach from other communities.

Table 3

Mr. Jerry Valcik, 236 Ormwood Drive, as speaker for Table Three, stated that he was chosen to speak by default and noted that his hearing was limited. He explained that since this was a workshop his group's intent had been to throw up ideas but not in any particular order. He stated that developers needed to provide more than minimal landscaping for aesthetic value and that the height limit should stay at 75 feet for buildings. He stated that the city should have appropriate signage announcing entry into Ormond Beach, but he noted that while it cost a lot of money to have a very nice

sign or signs they felt it was important to have. He noted that recreation facilities were a treasure in the city. He explained that the preservation of historic buildings was important to some and that the preservation of the MacDonald House was a big issue. He noted that many members of the Ormond Beach Historical Society could not attend this workshop session, but they would attend the following one to present their information. He explained that he had taken ten minutes to put together his own views on the MacDonald House, but he felt that this was not the venue to present that information and he would make it available electronically.

Mr. Valcik stated that the city took advantage of recycled water and charged \$17 a month for all of the recycled water one desired. He noted how important that was especially in light of the water supply issues in California. He stated that there should be consideration in the city to expand recycled water and water conservation measures. He stated that road and utility improvements should be tweaked, as well. He noted that the city had a wonderful and solid capital program, but it needed some adjustments. He explained that years ago the city replaced concrete aprons when roads were improved, but those aprons were now cracking. He noted that he was a civil engineer and knew that expansion joints were necessary. He stated that 95% of driveway pads were cracking and that more attention needed to be placed on the good design of utilities. He stated that green spaces also needed to be preserved and noted that 75% of Florida voters voted for Amendment One in order to maintain more green spaces. He noted that there had been some resistance to that in the legislature.

Mr. Valcik stated that Ormond Beach had a fine quality of life and noted that the American Association of Retired Persons (AARP) had designed Ormond Beach as the best place to retire several years earlier. He stated that Ormond Beach values were family-oriented and pet-friendly. He stated that another value was the responsiveness of the city government, noting that you could send a message and receive a response within a day. He stated that Ormond Beach needed to attract more young people without gray hair to the area. He stated that fiscal responsibility was another value, and he noted that the elected leadership was working hard to be fiscally responsible, which was appreciated. He noted that pension reform was an issue, however. He explained that State Representative Fred Costello was forward thinking in that respect and suggested that any changes in the pension system had to be made gradually and not abruptly. He stated that Ormond Beach had a nice appreciation for, and catered to, senior citizens. He stated that Ormond Beach also had values as a strong faith-based community. He noted that it was appreciated that Ormond Beach was open to citizen input.

Table 5

Mr. Al Jorczak, 679 N. Beach Street, as speaker for Table Five, noted that many items on his table group's list had already been discussed. He stated that they valued the beach, recreation facilities and historic buildings. He explained that he had lived in many parts of the country and had yet to see another city that matched Ormond Beach with respect to its quality of life and resident involvement in the city. He noted that many groups participated in citizen involvement. He explained that there was an obvious attitude of being protective of nature as evidenced by maintaining nature facilities, the geographic area of The Loop, and the connection of the waterways in Central Park. He stated that the facilities and activities for seniors were a treasure in the city and very important due to an older population base and the amount of retirees in the city. He stated that one value was the safety of the city,

noting that while every city had elements of crime it was mostly controlled in Ormond Beach. He noted that significant improvements were made in the police department over the years to stay on top of the activities going on.

Mr. Jorczak stated that another value was transparency with respect to the city and communication with city leaders and the community as a whole. He explained that the city's website was a great source of information and that the city did a good job of keeping the community apprised of what was going on in the city. He commended Ms. Shanahan for her reports to the City Commission and noted that they were extremely detailed, and he had never seen anything like them in other communities. He explained that those reports detailed meetings held and provided a broad framework of the workings of every department operating within the city. He stated that conservation activities and the small town atmosphere in Ormond Beach were also valued. He noted that Ormond Beach was a clean and orderly city.

Mr. Jorczak explained that zombie homes were still an issue but noted that the city was working on correcting that. He noted that it was a nationwide problem not exclusive to Ormond Beach. He explained that the city was doing what they could within the limits of the law to rein in the portion of Ormond Beach that was not up to standards. He stated that Ormond Beach had good quality schools and a diversified economic base. He explained that a hot button topic for him to tackle would be future planning and what was wanted and where it should be located. He stated that transitioning Ormond Beach from a bedroom community for the Daytona Beach area to something greater than that would be a very important part of the discussion.

Table 1

Ms. Elaine Tindell, 5 Riverside Circle, as speaker for Table One, explained that she was elected to speak for her table group because she was the longest residing Ormond Beach resident at her table, as she had lived in Ormond Beach for over 45 years. She stated that treasures in Ormond Beach included beach driving and preservation of historical sites, noting that historical sites had been discussed at length already by other tables. She explained that when she moved to the city, Granada Boulevard was a two-lane dirt road and that a lot of growth had occurred since then. She noted that while growth was often good, it was important to preserve history as well. She stated that other treasures in Ormond Beach which were discussed included parks, golf courses, The Loop, community activities, Granada Boulevard nightlife, the ocean and rivers, and the beautification on Granada Boulevard, which was quite important to their group.

Ms. Tindell stated that the lack of traffic, polite consideration citizens, fitness and recreation opportunities, and the preservation of trees were also valued. She stated that Ormond Beach had a lot of trees, especially in the Riverside Drive area and in The Loop. She explained that a lot of people looked for trees on their property when purchasing a home and as such would want to live in an older established neighborhood. She stated that other treasures mentioned included the airport and the quality of life in the city and its weather and climate. She noted that John D. Rockefeller thought that Ormond Beach was perfect. She stated that her group also valued the cleanliness of the city, lack of overcrowding, the abundance of churches, good schools, the Nova Skate Park, and the Ormond Beach Sports Complex. She noted that preserving history was especially discussed.

Ms. Crotty noted that there was obviously a great deal of consensus on several topics among all the table groups, which sent an important message. She noted that while there was much support for similar issues at each table group there was also a unique flavor from table to table.

Ms. Crotty announced that there would be a short break in the session. The break began at 10:23 a.m. and concluded at 10:38 a.m.

IV. Ormond Beach – 2025 Vision

Ms. Crotty noted that there had been a small amount of attrition during the break. She asked the group members at the least populated tables to fill in at the other tables wherever there were available seats, which resulted in the loss of one table.

Ms. Crotty asked the participants to redirect their focus from what they loved about the present day community to the future of the community. She asked them to think about Ormond Beach ten to 20 years into the future. She invited them to dream their best dreams. She asked them to think about their aspirations for the community in that timeframe, even if they were no longer there. She asked them to think about what the city would look like in ten to 20 years, specifically what residents will have, what businesses will be like, and what functions the government would provide.

Ms. Crotty explained that there were no restraints in this exercise and advised them not to get bogged down in what cost too much or was feasible. She stated that if they did not put forth their true dreams for the future, then they would not come close to getting the future that they wanted for their children and grandchildren. She noted that reality would set in during the strategic planning process and all of the developed goals and objectives may not all appear. She stated that this was their chance to inform the City Commission of their dreams so that they were aware of the things citizens wanted to see in the future. She stated that she wanted them to talk about the future of the city and how Ormond Beach could be better than it already was. She noted that these were brainstorming conversations so no topic was out of bounds and that every idea was valid. She noted that reports would be presented again after discussions as had been done for the previous topic. She stated that she would give the groups 40 to 45 minutes for this conversation and that this was their chance to dream.

The worksheet discussion question was presented as follows:

Part II – Visioning

It is the year 2025. In the years since 2015, the City of Ormond Beach has fulfilled all the hopes you had for the future of the community back when you attended the community meeting in 2015.

What is the City of Ormond Beach like? What does it look like? What is it like to live here, work here, raise a family here, retire here? What kinds of economic activity take place here? What else would you say to fully describe the City of Ormond Beach you would like to see in ten years?

Ms. Crotty instructed the groups to decide the three most important things that they would like the city to accomplish in the next ten years and would like the City Commission to pay attention to. She asked for the groups to identify them so that the City Commission received clear direction when planning for the future of the city. She explained that the groups could vote or agree on these items by consensus and asked for them to identify their top three priorities on their flipcharts with a star or check mark by them.

Ms. Crotty instructed the group discussions to begin at 10:42 a.m.

Discussion among the groups at the tables ensued.

Ms. Crotty asked the groups to finish their discussions and to provide their reports at 11:28 a.m.

Due to some attrition during the break, the citizens were now divided amongst six tables instead of the previous seven. The table groups' reports were presented in no particular order. Ms. Crotty asked for volunteers and the groups presented in the order in which they volunteered to speak.

Table 4

Mr. Jeff Boyle, 614 N. Halifax Drive, as speaker for Table Four, stated that his table sort of "cheated" on their first priority as they had named their first priority to be to maintain all of the treasures and values that were listed during their first report. He noted that maintaining those treasures and values would achieve a sense of permanence and predictability in the community and noted that change was not always good. He explained that their second priority was the main arteries in the city. He stated that they would be very critical as there was no opportunity to build new arteries into the city and named the present two arteries as US1 and State Road 40 (SR40). He noted that A1A was built out except for abandoned commercial properties. He explained that the city and the Ormond Beach Chamber of Commerce had been working on gateway concepts for 20 years and explained that it was hard for the government to get private property owners to do the right thing. He noted that they worried about the new development outside of the city along the city's border and how it would impact the city's traffic. He explained that while Granada Boulevard did not need to be six lanes presently, it may need to be expanded to that during the future 20 years. He noted that it was built to accommodate that change.

Mr. Boyle stated that the US1 corridor needed to be enhanced to better draw business and industry into the Ormond Crossings project. He noted that Ormond Crossings presently was not off of the ground due to the economy and market. He stated that their final priority was smart growth, and he explained that Ormond Beach needed smart growth and standards for residential and commercial properties both in form and function. He stated that smart growth also dealt with renewable energy sources and being a good steward of the water, noting that the city was already a good steward but could be even better. He noted that smart growth also covered biking and beach access. He stated that the city also needed government to still be responsive in the future. He explained that this exercise was indicative of the government wanting to know the feelings of the people. He noted that this was a new endeavor and explained that when he served as a City Commissioner the Commission sat in a room by themselves with staff during their planning processes.

He hoped the exercise would be perpetual and would still be done 20 years in the future.

Table 6

Ms. Shannon McLeish, 25 Live Oak Drive, as speaker for Table Six, stated that their first priority was to enshrine, perhaps in the city codes, permanent protections and the highest possible maintenance for the city's cultural properties, public spaces and history. She stated that the city was not making the best use of what they had, much less adding to it, and it was important to do so for the future. She stated that another participant at her table would help her elaborate on this priority.

Ms. Alice Jaeger, 10 Beechwood Drive, as speaker for Table Six, stated that Ms. Alice Strickland wrote a book on the history of Ormond Beach that she encouraged all to read. She stated that Ormond Beach had a great colorful history and was once home to smugglers, shipwrecks, and even a bordello on Orchard Lane. She stated that "history sells" and cited the City of St. Augustine as an example. She suggested that Ormond Beach could have outdoor theatre performances of the history of Ormond Beach. She noted that The Casements and the Ormond Beach Historical Society both sold the book she had mentioned. She stated that Eileen Butts' House was a beautiful jewel and noted that Ms. Butts' daughter used to tell stories of riding horse carts to the beach. She stated that John D. Rockefeller and a female Olympic golfer had played on a local golf course.

Ms. Jaeger asked why these great ideas connected with Ormond Beach were not being marketed. She stated that highlighting the city's history could lead to economic development and diversity. She hoped for a permanent answer to preserving the city's historic buildings. She noted that groups of citizens had been fighting to save some of the mentioned buildings since 1993. She stated that all of the beautiful preserved historic sites in Ormond Beach had been kept because citizens fought for them. She stated that they did not want to lose the MacDonald House or the historic Fire Station, like they had lost the Ormond Garage. She stated that they did not want to lose The Casements, like the Ormond Hotel had been lost. She explained that the Ormond Hotel no longer existed and that ghostly images and remnants of old hotels did not add to the economy but real historic buildings did.

Ms. McLeish stated that these historic buildings should not be gotten rid of and that the time spent fighting to preserve them could be better spent. She noted that was why her group mentioned enshrining protection for them. She stated that their second priority was conservation, sustainability, and environmental efforts. She explained that this included reuse water, researching pesticide and herbicide usage, solar hot water heaters, and possibly grants for homes. She stated that public building roofs were wasted spaces that could be used for solar panels.

Ms. McLeish stated that their third priority was walk-ability and public open spaces for bicyclists and pedestrians. She explained that in cities such as Neptune Beach and Atlantic Beach those cities slowed traffic on their streets that would be similar to Beach Street in Ormond Beach, and it caused tremendous development in the area in those cities that were similar to US1 in Ormond Beach. She stated that natural areas close to the river were a booming community core and needed public open space to encourage walk-ability. She noted that also included underground wiring and more sidewalks. She explained that Buford, South Carolina, was an intercoastal city that made its downtown area by the river and implemented a promenade there

which in turn caused business development. She noted that St. Augustine had many walk-able areas and the improvements there had branched into nearby neighborhoods which highlighted its history and architectural diversity. She stated that Ormond Beach had funding in the form of monies that came into the city earmarked to address blight, but they were not going where they should because of a lack of knowledge and participation. She noted that those funds were going to things like paving baseball diamonds instead of repairing homes which were falling down.

Ms. Crotty reminded everyone to focus on presenting their top three priorities.

Table 3

Mr. Jerry Valcik, 236 Ormwood Drive, as speaker for Table Three, stated that the first future priority for his table group was an emphasis on vocational and technical training. He explained that one of the participants at his table had a contracting business and had difficulty finding good people to do blue collar work. He noted that a lot of people were not college material, and they felt that there should be a good focus on vocational schools. He stated that their second priority was affordable medical care which included affordable and sufficient facilities for elder care, assisted living facilities, and facilities which were pet friendly. He stated that their third priority was to control environmental degradation. He explained that the latest technology should be applied to any wastewater discharges from Ormond Beach into the Halifax River. He noted that there recently had been a lot of focus on degradation in the lagoon system since it had finally gotten to a point where it was interfering with the economic well-being of the fishing industry. He noted that he had read an article in the religion section of the newspaper that day regarding the stewardship of the Earth. He stated that the environment should be a priority for the legislature and awareness of environmental issues should be increased.

Table 7

Ms. Kimberly Park, 911 Hibiscus Avenue, Holly Hill, as speaker for Table Seven, stated that one of their priorities was to preserve the beauty and quality of life in Ormond Beach and to improve and maintain sensible development and smart growth. She noted that they were referring to physical beauty in nature as well as architectural and historic beauty. She explained that she did not live in Ormond Beach and was new to Florida and noted that her table group contained someone who had lived in the city most of their life and also another couple who were newer to the area. She further explained that if she moved to a new city in the area she would decide between Daytona Beach and Ormond Beach and was weighing the pros and cons of both.

Ms. Park stated that another priority was to develop a Main Street area. She explained that they did not want a Main Street like Daytona Beach's, but one more like the ones in Deland and Winter Park. She stated that Winter Park was too far to travel to visit that type of area. She noted that parking would be the key to creating a downtown Main Street community area. She noted that such an area would draw in diverse crowds. She stated that it would have to provide walk-ability. She explained that she presently drove 15 minutes to use the YMCA and felt it was a long round-trip coupled with the time it took to perform her exercise. She stated that in a Main Street type area citizens could talk to community members while they strolled and enjoyed restaurants. She stated that such an area would bring businesses to the area.

Ms. Park explained that she lived in California for a long time and that the new couple at her table was from New York. She noted that both places had more diversity in age and ethnicity. She stated that she thought that Ormond Beach could do better in that regard. She noted that the dilemma was how to do so. She stated that a diverse economic base would help achieve increased diversity in the population. She suggested that businesses beyond hospitals and retirement related businesses be targeted. She suggested the city get a technology-related employer, but they were not speaking about manufacturing as they wanted to preserve the clean air and water in the city. She explained that high paying jobs would bring in ethnically diverse individuals and attract a population who liked to go out and spend money after work hours. She noted that would allow businesses to stay open later and serve larger population groups. She stated that they desired businesses beyond the traditional economic base which was just professional uses and “mom and pop” type businesses. She explained that a large high-technology business would bring in a large number of families and individuals who could provide a different kind of life blood for the community.

Table 1

Ms. Elaine Tindell, 5 Riverside Circle, as speaker for Table One, stated that when she was living in Ormond Beach during the 1970s and 1980s she never gave a thought to the fact that the Ormond Hotel would not always be there. She stated that historic preservation was their top priority. She noted that she could not imagine the future of Ormond Beach without the MacDonald House, the historic Fire Station, and the Ames House. She explained that her group recommended that the MacDonald House be renovated, and that the Tennis Center and its parking area along with all other historical homes be maintained. She stated that their second priority was to encourage new business for clean development. She stated that members at the table had stated that there was not enough being done to attract new business in the area, especially at the airport, and they felt that the airport could be made more attractive to pilots coming in. She stated that their third priority was to develop more beach accessibility. She noted that all citizens needed to be able to get to the beach and that the beach needed to be accessible for citizens and not just tourists.

Table 2

Mr. Harold Briley, 902 Village Drive, as speaker for Table Two, stated that one of their priorities was to focus attention on older neighborhoods and areas that were blighted and run down. He stated that the other priorities were a walk-able downtown and no high rises on the beach. He stated that other topics discussed for the future were traffic issues, having more African American owned businesses in the Sudan area north of Granada Boulevard and US1, identifying more of the founding families in the Sudan area, and possibly naming streets after them. He explained that members of the table also spoke for and against dog-friendly beaches and businesses. He stated that the table discussed continued improvements on Beach Street and Granada Boulevard, including landscaping and redevelopment of existing businesses, and there was a suggestion to create a Birthplace of Speed museum, possibly in the old S.R. Perrott building on Granada Boulevard. He noted that they discussed having direction signage in the city, more outdoor event venues, more opportunities for higher paying jobs, the construction of Ormond Crossings, and redevelopment on north and south US1 and South Nova Road.

V. Conclusion

Ms. Crotty stated that there was a lot of consensus regarding several issues which would be reflected in her report. She noted that there would be a clear direction provided to the City Commission. She stated that some of the same comments and issues may come up again during the April 22, 2015, Community Conversation session, but some different subjects may also be discussed.

Ms. McLeish asked if she could add something that their table forgot to mention; whereby, Ms. Crotty stated that she could.

Ms. McLeish stated that her table group wanted to see parks and historic properties added to but not at the expense of losing current historic properties, and she cited the historic Fire Station as an example. She explained that the Fire Station had been a tremendous loss and should be returned to the city, but no other historic properties should be lost in order to do so.

Ms. Crotty thanked the reports and scribes from each group for volunteering. She asked the audience members how they heard about this session.

Various audience members stated that they heard about the session by mail, email, the newspaper, or at church. One individual noted that he heard about the session the prior Wednesday and thought there should have been more advance notification.

Ms. Crotty asked the audience members to please raise their hands if they felt that this was a worthwhile activity. All audience members raised their hands.

Ms. Crotty explained that she would be facilitating the session with the City Commission and that the feedback from the citizen sessions would be included. She explained that all of their ideas would be fed into the City Commission's activity.

Ms. McLeish asked if the City Commission's Strategic Planning Session would be open to members of the public.

Ms. Crotty replied that it would be. She stated that their session would be held on May 12, 2015, at City Hall. She explained that the City Commission's session would be in the form of a workshop and not a regular meeting, and as such citizens would be welcome to attend but would be doing so in an observational role. She noted that any ideas the City Commission wished to adopt would be before them again at a regular City Commission meeting for a vote. She explained that the City Commission would not vote or make any final decisions at their session.

Mr. Briley stated that he wished to thank Ms. Crotty, Ms. Shanahan, and city staff for the session.

Ms. Crotty thanked the audience and noted that everyone had participated and added something to the discussion. She stated that everyone had listened to each other, and it had been a great opportunity for them to get to know someone else in their community and hear other opinions. She noted that it had been an outstanding atmosphere.

Ms. Shanahan applauded Ms. Crotty and thanked her. She noted that there was another Community Conversation being held on Wednesday, April 22, 2015, from 6:00 p.m. to 9:00 p.m. and that the City Commission's Strategic Planning Workshop would be held on Tuesday, May 12, 2015, from 3:30 p.m. to 9:00 p.m. She explained that the Commission would have their discussion and develop a strategic plan which would be formally adopted at a later City Commission meeting.

Ms. McLeish asked if there was a date for that meeting available yet; whereby Ms. Shanahan replied that there was not, but an email list could be developed from the sign-in sheet from this session and notice could be provided as to the date when it was scheduled.

An individual in the audience asked if the City Commission's Strategic Planning Workshop would be held straight through from 3:30 p.m. to 8:30 p.m.; whereby, Ms. Shanahan replied that while there may be a break in the session, the City Commission would not leave and the meeting would encompass that timeframe.

Ms. Shanahan explained that this session was a demonstration of active citizen engagement and volunteerism, which was what community was all about. She thanked the participants on behalf of her and the City Commission. She encouraged them to attend the Celtic Festival being held that day in Rockefeller Gardens.

The workshop ended at 11:58 a.m.

Transcribed by: Colby Cilento

**MINUTES
CITY OF ORMOND BEACH
COMMUNITY CONVERSATION WORKSHOP**

April 22, 2015

6:00 p.m.

Senior Center Ballroom

I. Welcome and Introductions

Present were Facilitator Marilyn Crotty, Director of the Florida Institute of Government at the University of Central Florida, City Manager Joyce Shanahan, Assistant City Manager and Public Works Director Ted MacLeod, Finance Director Kelly McGuire, Planning Director Ric Goss, Fire Chief Bob Mandarino, Human Resources Director Claire Whitley, Assistant Finance Director Dan Stauffer, Public Works Operations Manager Kevin Gray, Grants Coordinator and Public Information Officer Loretta Moisis, Leisure Services Director Robert Carolin, and Airport Manager Steven Lichliter; and 62 citizens that were distributed among eight (8) tables.

Ms. Joyce Shanahan, City Manager, welcomed those in attendance and thanked them for being there that evening. She introduced herself as the City Manager. She explained that this workshop was an opportunity for the City Commission and staff to learn what is important about the community to its citizens and what the citizens wanted to see the community look like in the future. She noted that the first Community Conversation had been held on Saturday, April 18, 2015, and there had been a great turnout.

Ms. Shanahan introduced Ms. Marilyn Crotty, Director of the Florida Institute of Government at the University of Central Florida. She explained that Ms. Crotty held Community Conversations and Strategic Planning Workshops throughout Central Florida and the state. She asked those in attendance to join her in welcoming Ms. Crotty.

Ms. Marilyn Crotty, Director of the Florida Institute of Government at the University of Central Florida, thanked Ms. Shanahan. She noted that there was a great turnout for this session. She stated that Ormond Beach was a fabulous city. She explained that the turnout was reflective of how much the citizens cared about the city.

II. Overview of Strategic Planning Process

Ms. Crotty explained that the City Commission had decided to engage in a strategic planning process. She noted that while some cities across the state engaged in such processes, there were unfortunately also a large number who did not. She stated that those cities that needed it were often focused just on the issue of the day without thinking of long term consequences and were usually more concerned with their own positions rather than the future of their community. She stated that it was fortunate that Ormond Beach's City Commission was thinking more long term and trying to put in place plans that would move the city forward. She noted that most cities confined strategic planning to City Commission and staff participation only. She explained that Ormond Beach was starting their process by asking citizens about their dreams, desires and interests for the community. She stated that the citizens were the stars that evening.

Ms. Crotty stated that the conversation would be totally participatory and asked that citizens be equipped to both talk and listen. She stated that the City Commission would have their Strategic Planning Workshop on May 12, 2015, beginning at 3:30 p.m. She explained that members of the public were welcome to attend and observe that session. She noted that there would not be audience participation at that workshop as it would be the opportunity for the City Commission to have their discussion. She explained that all of the information generated at this session would be put into a report that she would write for the City Commission to use during their process.

Ms. Crotty noted that she saw some familiar faces and asked those that had attended the session the previous Saturday to raise their hands. She noted that a few participants raised their hands. She requested members of the audience to raise their hands if they had lived in the city for 50 years or more. She repeated the exercise with those that had lived in the city for 30 years, 20 years, 15 years, ten years, five years and less than five years. She noted that there were respondents for each category. She stated that a great mix was represented among those who had lived in the city long term and those that were fairly new to it.

Ms. Crotty noted that agendas with a worksheet on the back had been given to each participant. She explained that conversations would be held and ideas would be shared among the groups at each of the tables. She explained that in order to capture the conversations, each table had a flip chart on an easel and markers. She stated that each table would need a volunteer to serve as the recorder or scribe. She noted that the only requirement to serve as the scribe was to have somewhat legible handwriting as she would have to interpret what was written in order to include it in her report. She explained that not everything said needed to be recorded but that the scribe should write down the key points discussed and the essence of what comments were made by the individuals in their group. She explained that reports would be made from each table to the overall group summarizing their discussions. She stated that someone at each table would need to serve as the speaker to make their report.

III. Identification of Community Treasures and Values

Ms. Crotty stated that she wanted the audience to think about treasures and values. She explained that this meant to think about the qualities, characteristics and things in Ormond Beach that made it a place that they loved. She asked them to think about the things in the community that mattered a lot to them and about the values that they would like to see continued in the future. She asked the audience members to introduce themselves to the other members of their table groups before beginning their discussions. She explained that some of the things discussed would be specific physical characteristics of the city and some would be qualities that made the city the place it was. She asked them to think about the values of the city and things that were guiding principles that people in the city subscribed to and wanted to see the city continue to have.

Ms. Crotty asked for the definition of brainstorming and noted that one participant said "tossing out ideas." She encouraged the participants to toss out as many ideas as possible and not to worry about being in total agreement. She clarified that anything anyone said at the table was valuable and that the entire table group did not have to agree on an idea for it to be included on the flip chart.

The worksheet discussion question was presented as follows:

Part I – Treasures and Values

What are the treasures and values of Ormond Beach... the things (whether physical places, or intangibles like community character) you love about the city and want to see continued, protected or improved? What would you want to ensure is preserved as Ormond Beach plans for the future?

Ms. Crotty instructed the group discussions to begin at 6:27 p.m. and stated that she would give them about 15 to 20 minutes for this topic. She encouraged the participants to introduce themselves to their group members.

Discussion among the groups at the tables ensued.

Ms. Crotty asked the groups to complete their discussions and to provide their reports at 6:44 p.m. She noted that there were eight tables and asked each table to take about three minutes or less in their reporting, if possible.

The citizens in attendance had been divided into eight tables. The table groups' reports were presented in no particular order. Ms. Crotty asked for volunteers and the groups presented in the order in which they volunteered to speak.

Table 6

Mr. Gary Libby, 723 N. Oleander Drive, Daytona Beach, as speaker for Table Six, stated that he was interested in the success of Ormond Beach as he had lived in Volusia County for 45 years. He explained that when his group discussed treasures they found that they were very interested in the library and the tennis center, as well as the Indian Mound and Bulow Park, which was on the border of Ormond Beach, and were also interested in the beach, rivers, and parks, which were adjacent to them both. He noted that Ormond Beach was unique and that there was a difference in Ormond Beach up and down the river and the ocean. He stated that Ormond Beach had historic sites such as the Three Chimneys, MacDonald House, Ames House and The Casements, which were jewels of the 19th century. He noted that Billy's Tap Room was another example. He stated that the new development on Granada Boulevard was positive, especially on the west side of the river, and the restaurants and lounges introduced there would be the Billy's Tap Rooms of the future. He stated that another treasure in Ormond Beach was the Ormond Memorial Art Museum.

Mr. Libby stated that Ormond Beach had a palpable civic character. He provided examples of other treasures in the city such as Oceanside Country Club and its outdoor recreation facilities, noting that some of those were supported by ECHO grants and that he had served as the first civilian chair of ECHO. He explained that Ormond Beach had historic groups which turned the city's heritage into first class locations such as Three Chimneys and the Anderson-Price Building. He further explained that there were a great number of civic groups in the city, such as garden clubs and men's organizations, and that they actively participated in the city at a greater rate per capita than any other city in Volusia County. He stated that it was unanimous in his table group that one of the key values of Ormond Beach was the sense of history, and he noted that the city had done a great job incorporating that history into its preliminary materials provided when someone moved here. He noted that other values included strong community buy-in, healthy citizen participation with

different viewpoints, and a low crime rate. He noted that Ormond Beach was different from its adjacent cities in that it had a very strong civic sense and good, accessible government, which could not be said for all Volusia County cities.

Table 1

Mr. Thomas MacDonald, 80 S. Capri Drive, as speaker for Table One, stated his group listed the following as treasures of Ormond Beach: The Loop, beach driving, with different participants both for and against it, the MacDonald House, all historical buildings in the city, beautiful landscaping, including the medians, the revitalized downtown, sport fields and ball parks, social groups, water and trees, natural environmental beauty, central geographic location relative to Jacksonville and Orlando, children and senior activities, and cultural events and restaurants. He stated that his group listed the following as values of Ormond Beach: friendliness, open government, family and retiree friendly, very veteran and military friendly, reasonable cost of living, strong faith-based community, government on top of infrastructure needs, cleanliness, sense of community pride, fiscally responsible city, city willingness to work with nonprofits, business-friendly city, government that sought citizen input, and a proactive government and citizenship.

Ms. Crotty stated that she did not live in Ormond Beach or Volusia County and lived in Seminole County. She noted that she heard all the great things being mentioned about Ormond Beach and could not help but wonder if this was a place she should consider moving to.

Table 5

Mr. Jerry Janaro, 1307 Northside Drive, as speaker for Table Five, stated that he had been a resident of Ormond Beach for five years and had become involved with Ormond Beach Main Street. He stated that some of the treasures that his table group identified in the city included the city's nature and preservation, Tomoka State Park and The Loop, and he noted that the river was an underutilized treasure. He explained that they also discussed treasures such as beach parking and beach access, recreation facilities and the Airport Road area, which was a wonderful place to raise children and give them opportunities to play on good fields. He stated that other treasures included the great tree canopy, parks such as Central Park and the Granada Bridge area parks, and the downtown redevelopment efforts that were being consistently made. He noted that the Granada Bridge was great, but they thought that it could be made more even beautiful.

Mr. Janaro noted that Ormond Beach had a history of community and the residents were proud of it. He stated that Ormond Beach had values such as a small town feel, good educational advantages, a great feeling of safety due to good police and fire protection, community events that fostered a sense of togetherness, diversity, many fine religious institutions, and child recreational facilities, including playgrounds in the parks, especially at Cassen Park and the airport. He also highlighted the value of the city's natural beauty, sunsets and sunrises, and the great friendliness of the residents.

Ms. Crotty stated that the attendees were fortunate to be in this community.

Table 2

Ms. Julia Truilo, 307 John Anderson Drive, as speaker for Table Two, explained that her group did not separate their values and treasures into physical and social

categories. She stated that her group discussed the small town feeling of Ormond Beach, the friendliness of the community, the active citizenry, its volunteerism and the physical beauty of the city, including the landscaping that had been improved over the years. She stated that her group also mentioned the affordability, friendly and accessible city staff, City Manager and police, and historic districts such as Sudan and the Rigby School, which were unique to the area. She noted that they also identified historic buildings, the laid back pace, cleanliness, easy access to water activities and parks, parks at the four corners of the river and at Central Park, the Ormond Memorial Art Museum, trees and tree canopy, The Loop, an active and growing downtown, the low crime rate, and good civic planning as other treasures and values in Ormond Beach which they cherished.

Table 4

Mr. Norman Lane, 1314 Northside Drive, as speaker for Table Four, stated that his group identified the following as treasures in Ormond Beach: business friendliness, beach and beach access, parks, the Ames House and MacDonald House among other historical jewels, and recreation centers, including fields and adult programs. He noted that his group also discussed low-income housing and a strong emphasis on the fine arts. He stated that Ormond Beach had values such as a strong sense of community and volunteerism, and also had many civic groups and held many special events. He noted that the city had a low density and was not too crowded. He stated that his group also discussed the city's trees, which were vital to space, and keeping height limits low, along with preserving nature and The Loop.

Mr. Lane explained that his group spoke about getting people to come back home to Ormond Beach, noting that so many young adults and residents moved away looking for more opportunities. He stated that his group also talked about the open City Commission and noted that people loved to retire in Ormond Beach. He explained that some of the values discussed were having the City Commission be representative of its constituents and voters and having them speak to their constituents, a sense of citizenship, preserving public properties, valuing children and the youth of the community, community involvement and neighborhood watches. He noted that their group believed that the community was a blessed one.

Table 7

Mr. Douglas Rand, 2208 Oak Hill Drive, Deland, as speaker for Table Seven, explained that he did not live in Ormond Beach presently, but he did in 1976 when he was 19 years old for four years. He further explained that he lived in Deland but owned Billy's Tap Room in Ormond Beach. He stated that the treasures his group discussed included beach access, which was very important to them, further explaining that access and driving was important for the safety of the young and old. He stated that another treasure was the history of Ormond Beach and that it should be preserved in buildings like The Casements, MacDonald House, Ames House and the historic Fire Station. He explained that people came from the west side of Volusia County to spend money and do The Loop in Ormond Beach.

Mr. Rand stated that other treasures in Ormond Beach that were mentioned included the Ormond Memorial Art Museum and its gardens, Billy's Tap Room and the gaslight shops, height restrictions on new construction, and family-owned businesses. He noted that other values discussed included the hometown atmosphere of downtown, the maintenance of parks and recreation, keeping the city's ongoing designation as a Tree City USA, landscaping and improvements to the

gateways, and special events, in particular the Fourth of July Celebration and antique car parade. He stated that his table group also discussed the need for parking for special events and the Granada Bridge. He explained that the Granada Bridge was basically the only elevation in the county and people came from the west side of the county to run on the bridge. He noted that they also discussed having incentives for refurbishing buildings. He stated that community involvement was important, and they wanted to keep Ormond Beach quaint.

Table 8

Ms. Juliann Blanford, 36 Dix Avenue, as speaker for Table Eight, noted that three attendees at her table had lived in homes that had been renovated by one of the other attendees sitting at that table. She stated that some of the treasures and values discussed by her table group included the city's historic sites, trees, the beach, river, restaurants, community feeling, school system, environmental awareness, art museum, walk-ability, Tomoka State Park, the Tomoka River basin, the accessibility of city government, community events and festivals, especially multicultural festivals and events, playgrounds, sports fields, farmer's market, cool neighborhoods, safe neighborhoods, helpful police and fire personnel, Andy Romano Beachfront Park, and boat ramps. She stated that her group discussed preservation of city treasures and in particular preserving the historic buildings such as the MacDonald House, water quality in the river, The Casements, Ormond Memorial Art Museum and Gardens, Emmons Cottage, and the historic Fire Station. She noted that participants at her table were divided on the subject of beach driving, some favoring no beach driving at all and some favoring driving in some areas being preserved.

Table 3

Ms. Joyce Benedict, 2 Sunny Road, for Table Three, stated that she had lived in Ormond Beach for 30 years and served as a tour guide for the bus tours given by the Ormond Beach Historical Society. She noted that her group also agreed with many of the previous groups. She stated that her table group wanted to save the MacDonald House and noted that it was built in 1895. She explained that her group noted many treasures and values in Ormond Beach, including the natural environment, quiet beachfront, rivers, ocean, and The Loop. She noted that they discussed that the city was not too congested and the traffic was not bad except for during Bike Week. She stated that they also mentioned the unique architecture, diversified selection of buildings, small businesses which they loved, the small town feel and clean water, which was very important, as other treasures and values. She stated that Ormond Beach had no racial problems, a low crime rate, good healthcare, sports and youth activities, 40 parks, low taxes, controlled growth, and natural beauty.

Ms. Crotty noted that a lot of the treasures and values were being repeated at each table, which showed consensus in the community. She stated that it was great that ideas were being shared. She explained that it was important for the participants to identify what was important to them in order to make their voices heard to the elected officials. She asked if Ormond Beach really had 40 parks. She noted that was an incredible feat for a city of its size. She noted that there were lots of wonderful things in Ormond Beach to praise and value.

Ms. Crotty announced that there would be a short break in the session. The break began at 7:08 p.m. and concluded at 7:23 p.m.

IV. Ormond Beach – 2025 Vision

Ms. Crotty explained that at the beginning of the meeting she did not point out that members of the city staff were present. She noted that city staff members were seated in chairs along the walls around the room. She explained that they were there to help and were interested in hearing what participants had to say since they would be the ones helping to implement the strategic plan. She stated that they were available to answer questions, if needed.

Ms. Crotty asked the participants to redirect their focus from what they loved about the present day community to the future of the community. She asked them to think about Ormond Beach in 2025, ten years into the future. She explained that they should imagine that it had been a wonderful ten years for Ormond Beach and that the city had prospered. She asked them to think about their aspirations for the community in that timeframe, even if they were no longer there. She asked them to think about what the city would look like in ten years, specifically what residents would have, what businesses would be like and what functions the government would provide.

Ms. Crotty explained that there were no restraints in this exercise and advised them not to get bogged down in what cost too much or was feasible. She stated that if they did not put forth their true dreams for the future then, they would not come close to getting the future that they wanted for their children and grandchildren. She noted that reality would set in during the strategic planning process and all of the developed goals and objectives may not all appear. She stated that this was their chance to inform the City Commission of their dreams so that they were aware of the things citizens wanted to see in the future. She stated that she wanted them to talk about the future of the city and how Ormond Beach could be better than it already was. She noted that these were brainstorming conversations so no topic was out of bounds and that every idea was valid. She noted that reports would be presented again after discussions as had been done for the previous topic. She stated that she would give the groups 40 to 45 minutes for this conversation and that this was their chance to dream.

The worksheet discussion question was presented as follows:

Part II – Visioning

It is the year 2025. In the years since 2015, the City of Ormond Beach has fulfilled all the hopes you had for the future of the community back when you attended the community meeting in 2015.

What is the City of Ormond Beach like? What does it look like? What is it like to live here, work here, raise a family here, retire here? What kinds of economic activity take place here? What else would you say to fully describe the City of Ormond Beach you would like to see in ten years?

Ms. Crotty instructed the groups to decide the three most important things that they would like the city to accomplish in the next ten years and that they would like the City Commission to pay attention to. She asked for the groups to identify them so that the City Commission received clear direction when planning for the future of the city. She explained that the groups could vote or agree on these items by consensus

and asked for them to identify their top three priorities on the flipcharts with a star or check mark by them.

Ms. Crotty instructed the group discussions to begin at 7:28 p.m.

Discussion among the groups at the tables ensued.

Ms. Crotty asked the groups to finish their discussions and to provide their reports at 8:01 p.m.

Ms. Crotty noted that this session was somewhat ahead of schedule, as the groups had completed their tasks before the end of the timeframe given. She noted that the meeting was scheduled to end no later than 9:00 p.m.; but she felt that it could possibly end before that, and she did not think there would be any objections to that.

The citizens in attendance had been divided into eight tables. The table groups' reports were presented in no particular order. Ms. Crotty asked for volunteers and the groups presented in the order in which they volunteered to speak.

Table 6

Mr. John Anglea, 1 John Anderson Drive, spoke as speaker for Table Six, and stated that some of the ideas that his table group discussed for the future included more efficient public transportation options for seniors, making the city more attractive for economic development, expansion of historical education, including the Ormond Memorial Art Museum, The Casements, and MacDonald House. He noted that one idea they discussed was creating an Ormond Beach history museum at the MacDonald House as a cultural attraction and making it part of a museum block with the Ormond Memorial Art Museum. He stated that another idea was to put a city park at Three Chimneys, similar to the one that was at Sanchez Park. He explained that while the state owned the land there, the city was able to manage the park with state permission. He explained that other ideas included the lighting of the Granada Bridge, a marina at Cassen Park and a community art district. He stated that they had discussed making downtown more walk-able and noted that the location of a grocery store downtown would help to accomplish that. He explained that these ideas were all a part of their first priority, which was to make Ormond Beach a more livable community.

Mr. Anglea stated that their second priority was to save historic sites and the character of the city. He noted that the redevelopment of Ormond Beach needed to be addressed. He explained that Palm Beach was lovely but did not have character because it was all brand new. He stated that Ormond Beach had character because of its history going back over 100 years. He stated that his group discussed the promotion of solar, wave, and wind energy and noted that National Geographic Magazine had an entire issue the previous year devoted to clean energy that was very informative. He explained that local government had to get involved to make those new energies work. He stated that other ideas for the future discussed included better traffic control during large events like Bike Week and increasing cultural events to bring in people from outside the community. He noted that they did not want to completely run out bikers and race-goers, explaining that statistics showed that attendees at *cultural* events would spend more money. He suggested a Shakespeare festival and noted that the attendees of such an event would spend more than bikers.

Mr. Anglea noted that his table group also discussed having better design and control over new construction and remodeling, noting that sometimes he wondered about the oversight when he saw buildings next to each other. He stated that his group's third priority was additional bridge access to keep up with the population and emergency needs. He noted that one of the table participants had mentioned bridge lighting. He stated that he lived at the Ormond Heritage at the base of the Granada Bridge. He explained that traffic and population increases would affect the Granada Bridge and that if the population increased, fire vehicles crossing the bridge would encounter issues. He noted that the problem would need a multimillion dollar solution and might involve building other bridges. He stated that the bridge was more important than one realized, unless they lived there and saw the problems.

Table 4

Mr. Norman Lane, 1314 Northside Drive, as speaker for Table Four, stated that his group's first priority for the future was to put a swimming pool at the South Ormond Neighborhood Center on Division Avenue. He noted that the facility was nice, but it needed a pool. He stated that his group also discussed the need for a quiet walkable downtown. He explained that their second priority was to increase historic preservation and gain visibility for preservation efforts, specifically placing the Historic New Bethel A.M.E Church on the list of historic buildings. He stated that his group discussed implementing a bicycle path through the city which would connect to other communities and bringing in a higher level of sports competition, such as professionals. He stated that another priority was that they did not want uncontrolled growth in the city and wanted development to be controlled to preserve the city's small town atmosphere.

Mr. Lane noted that they also discussed small beachfront parks that had some parking and maybe a shower or restroom facilities. He explained that while Andy Romano Beachfront Park was wonderful, there would be more beach access if other small parks such as the one at Neptune Avenue were expanded. He stated that another idea mentioned was to have a technology company or other large company move to the area that could attract young career professionals. He noted that there were not enough jobs in the area for young professionals and as such the best of the city's youth was being exported. He noted that was their third priority. He stated that other issues discussed included improving drainage in the city, improving the lighting by Live Oak Avenue and the Historic New Bethel A.M.E. Church, and purchasing more park land. He explained that more land would have to be purchased in order to preserve it. He stated that another idea mentioned was to have a more equitable distribution of services throughout the city as some felt that some places seemed to have more parks and improvements than others. He stated that they discussed the establishment of continued historic preservation funds and to look at a more forward thinking plan for supplying funds for historic preservation. He noted that improving code enforcement was also mentioned.

Table 1

Mr. Thomas MacDonald, 80 S. Capri Drive, as speaker for Table One, stated that his table group's third priority was to have city-wide Wi-Fi. He stated that they discussed other ideas for the future including environmentally friendly transportation and utilities, synchronized traffic lights, better access to the city's waterfronts, waterway access and bridge lighting. He noted that their second priority was holding owners accountable for blighted properties, both commercial and residential, citing the

former Food Lion property as an example. He stated that the group also discussed improving the visibility of the visitor center and coordinating efforts to have more resources in one place with better branding. He explained that they spoke about more dog parks and play parks, as well having an Ormond Beach history museum at the MacDonald House to complete a museum row in the downtown area on the south side of Granada Boulevard. He stated that their top priority for the future was the existence of Ormond Crossings, and he noted that that would increase jobs and develop more well-paying jobs and more entertainment options.

Table 8

Ms. Judith Stein, 166 Orchard Lane, as speaker for Table Eight, stated that one of her table group's priorities was walk-ability on Granada Boulevard, which could be achieved by having more alternatives to vehicular transportation, lower speed limits, more crosswalks, better signs, and walkovers. She noted that more outdoor dining options and dining on the ocean and riverfronts were also mentioned. She stated that another priority they identified was historic preservation. She explained that their idea was to have a new tennis building and new tennis courts on the beachside, have the MacDonald House serve as a historic museum and that the historic Fire Station be purchased by the city and house Ormond Beach Main Street, the Ormond Beach Historical Society, and other civic organizations. She noted that their group also discussed having the first block of Riverside Drive car-free as part of Rockefeller Gardens, and that the trailer park be made into a park, housing, or multiuse building.

Ms. Stein noted that another suggestion was to have one block on either side of Granada Boulevard from Beach Street to US1 for small shops, cafes, and mixed use development, including housing. She stated that they thought that all city-owned historic buildings should be preserved properly and be beautifully maintained, including having termite inspections. She stated that their last priority involved technology and explained that they felt that power lines should be underground and there should be city wide Wi-Fi. She noted that they thought it would be nice if a Trader Joe's went into the former Food Lion building. She stated that she would also like better acoustics in the Senior Center as they were having a hard time hearing themselves speak.

Table 7

Ms. Lori Tolland, 5 Broadriver Road, as speaker for Table Seven, explained that her table group was referring to itself as "small but mighty" as their table had lost some participants during the intermission and now had only four members. She stated that their top priority was to preserve historic sites and the city's tree canopy, as well as keep the recreational sports and seniors thriving. She stated that one of their other priorities was to manage growth. She explained that infrastructure should grow with the population and cited police and fire resources, roads, drainage, and schools as examples. She stated that their third priority was to keep the city beautifully landscaped and to save its trees. She noted that the city did a great job, but they wanted it to be kept up in the future as well and for the gateways coming into the city from Holly Hill and the west to have great landscaping.

Ms. Tolland stated that her table group discussed keeping the city environmentally friendly with clean waterways and air, abundant gardens and creating a pedestrian-friendly thriving downtown with outdoor dining, small family-owned businesses and underground utilities. She noted that her group talked about planned development and keeping city codes consistent to promote aesthetic appeal and height

restrictions. She stated that other ideas mentioned for the future included public transportation, possibly connecting the mainland to the beach, an off beach trolley, maintaining beach access and beach driving, keeping the small town quaint feeling with a lot of events for all ages, and preserving the strong faith-based community.

Ms. Crotty noted that she was noticing a lot of the same things being mentioned. She explained that interested her as some cities were torn apart by special interest groups with different agendas that she did not sense in Ormond Beach.

Table 2

Ms. Julia Truilo, 307 John Anderson Drive, as speaker for Table Two, explained that her table group had developed a long list and grouped some of those into priority groups. She noted that her group had bent the rules a little as they had identified four priorities instead of three. She stated that some of the ideas for the future which were mentioned but did not make the cut as top priorities included beach driving, both for and against, increasing taxes, both for and against, a welcome center for motorcycle enthusiasts and racing fans west of the city, a marina at Cassen Park with water taxis and extending Hand Avenue to handle traffic issues.

Ms. Truilo stated that their top priority identified was to improve environmental assets including reuse water, green energy, and undergrounding utilities. She stated that their second priority for the future was to grow industry with the creation of high technology jobs in the area and more youth training, noting that Ormond Crossings could help serve that need. She explained that their third priority was to create a new art and civic center for increased creative community, youth and art programs. She stated that the fourth priority they discussed was to preserve the historic core of the city and its historic and art assets through strict codes, as well as developing a walk-able community.

Ms. Crotty noted that she had noticed that there was no consensus on the topic of beach driving.

Table 3

Ms. Joyce Benedict, 2 Sunny Road, for Table Three, noted that her table group's priorities would seem repetitive as they went along with much of what was already said. She noted that their first priority was to preserve history. She explained that she was not just talking about commercial properties as sometimes homes were also in jeopardy. She stated that their second priority for the future was to develop a promenade on A1A by removing strip malls and putting in boutiques or a boardwalk and to have more mixed-use development downtown to increase walk-ability. She stated that their third priority was to have more riverfront destinations, more restaurants and activities to do along Granada Boulevard, and to beautify the Granada Bridge.

Table 5

Mr. Jerry Janaro, 1307 Northside Drive, as speaker for Table Five, stated that his table group identified as their top priority to continue to develop city-wide beautification and improvements in all areas and neighborhoods, not just those that were easily visible. He stated that included improving the infrastructure in every community and area in the city and including universal code enforcement in all areas. He stated that his group identified as their second priority to expand downtown economic development back into Lincoln Avenue and have more parking

in the downtown area to make it more accessible. He noted that another idea that was mentioned was to get more direct flights to major cities into the Daytona Beach Regional Airport. He explained that large companies would be less likely to locate to the area if there was not a way for them to easily transport their personnel to visit or recruit clients in large cities out of state. He stated that the airport had a lot to do with the regional community maintaining a strong economic base. He stated that other ideas discussed included the city lobbying for bullet trains, affordable senior housing, senior recreation and clean manufacturing and training. He noted that their third priority was to improve diversity in city leadership and in hiring staff for city departments.

V. Conclusion

Ms. Crotty stated that there was a lot of consensus regarding several issues and that would be reflected in her report. She noted that there would be a clear direction provided to the City Commission. She stated that some of the same comments and issues may come up again during the April 22, 2015, Community Conversation session, but that some different subjects may also be discussed. She explained that the city had committed to make the report available to all of those who participated and would likely have it posted on the website for all to see, as well. She explained that she was struck by how practical the comments were, even though she instructed them that they could dream. She noted that she felt most of the ideas were not outside of the realm of possibility, although some of them may take some time and would be expensive to accomplish. She stated that while the ideas could not be accomplished overnight, the participants certainly proposed things that made sense and would generate a lot of interest from their elected officials.

Ms. Crotty thanked the reports and scribes from each group for volunteering. She noted that many citizens were apathetic and did not want to take the time to talk about or present their ideas and stated that the participants present were obviously interested and cared about their city.

Ms. Shanahan stated that the participants were terrific, exciting, and passionate. She applauded Ms. Crotty. She noted that this was the first time in years that a strategic planning process had been embarked upon. She explained that community involvement was key to making their vision a reality. She noted that the Mayor and Commissioners awaited Ms. Crotty's report and would have their Strategic Planning Workshop on May 12, 2015, at 3:30 p.m. She noted that it was a public meeting and the public was welcome to observe their meeting. She explained that they would undertake a process similar to the one the citizens did, based on their results. She noted that the city believed strongly in transparency and the minutes from both sessions and Ms. Crotty's report would both be available on the city's website.

The workshop ended at 8:31 p.m.

Transcribed by: Colby Cilento