

Minutes  
Strategic Planning Workshop  
The City of Daytona Beach, Florida  
Wednesday, March 21, 2018

Minutes of the Strategic Planning Budget Workshop of the City Commission of The City of Daytona Beach, Florida, held on Wednesday, March 21, 2018 at 4:30 p.m., City Hall, Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Attendance.

Commissioner Ruth Trager	Present
Commissioner Aaron Delgado	Present
Commissioner Kelly White	Present
Commissioner Robert Gilliland	Present
Commissioner Dannette Henry	Present
Commissioner Paula Reed	Present
Mayor Derrick Henry	Present

Also Present:

James V. Chisholm, City Manager  
Robert Jagger, City Attorney  
Letitia LaMagna, City Clerk

1. Welcome

Mayor Henry opens meeting and stated the City Commissioners will discuss their 2018/2019 priorities and he'll go over his verbally.

2. Commissioner Delgado stated his priorities have not changed since the last year and he wishes to continue doing what the City has already been implementing and he doesn't have anything further or different. The First Step Homeless Shelter has come a long way and there are still things that need to be done internally but he wouldn't consider it as a priority. He reiterated that the things he discussed last year are still a major priority for him.

Commissioner White stated she concurs with what Commissioner Delgado said and her priorities are still the same and have not shifted; but there may be some updated strategies. One of her big concerns is the East International Speedway Boulevard strategy concerning the sidewalk pavements. It will make the Beach side better. Secondly, she has a Master Bike Plan that she believes is simple to do because there are a lot of trails that could be a functional asset once the City plans on how they could connect them. They've discussed First Step operational, other sites that may fall under the 2019 year budget, and sent out emails about refreshing the City Parks since there is a little bit more money to do those things and keep them updated. She always keeps Stormwater and other water issues on her radar and there are a lot of projects underway that both involve Utilities and Stormwater and

it's important that the water is kept high quality.

Commissioner Gilliland stated some of the things Commissioner White talked about such as the First Step Shelter, East International Speedway Boulevard, and he added additional positions with the Fire Department. They talked about a program concerning the sidewalks on LPGA and the Beachside. There are things that can be changed and they should be more proactive about it by bringing more officers around the businesses. He stated there's a lot of opportunity out there with new tax bases coming in but they won't see any huge numbers coming in from the residential development.

Commissioner Delgado stated he received some feedback from the community suggesting they would like to see more consistency and proactive responses to Code Enforcement. The Commission needs to give Code Enforcement clear directives on priorities.

Commissioner Gilliland stated he had a planning session with the fire department determining somethings they might consider.

Craig Capri, Chief of Police stated everything is good right now, they have new cars which was the biggest issue and no one was really complaining about money. The staff is happy, everyone is coming to work and the staff is almost at full level.

Commissioner Gilliland stated he doesn't want to take that for granted because he doesn't want to assume it will always be that way.

James V. Chisholm, City Manager, stated Chief Capri has put in the time for almost 15 years and the City is almost fully staffed. There has always been a 20 position vacancy rate even in the prior years but the Chief has done a great job for recruiting and providing what was necessary.

Chief Capri stated the department has gotten some new uniforms and everyone seems to be happy and he doesn't take any of it for granted.

Commissioner Henry agreed with Commissioner Gilliland in expanding the partnerships for activities at the City's facilities which is something she would like to see more of and reestablishing the sidewalk maintenance program. One of the main things she would like to see are the communities in the City being cleaned up and looking nice as a whole. She's going to be moving forward with the Residence First Ordinance and getting more information with Robert Jagger, City Attorney on regarding it. Also she would like to see more steps in the S.T.E.M. and activities for the adults like softball, adult soccer and other things where the adults can have some opportunities to be active in the community as well. She stated there needs to be some diversity of the people being hired to fill some of the empty positions and also hopes to focus on the road improvements. In addition, she would like to see some contracts with small businesses including the women and minorities and she knows the Derbyshire Park is going through a revitalization but hopes there can be some more police presence in that area because it's going to be the nicest and biggest park once the City is finished remodeling it. The park will consist of football, soccer, basketball,

baseball, the walking trail, softball, tennis and a water park.

Chief Capri stated he can have bicycle units out there to report.

Commissioner Henry stated she would like a teacher of the quarter program and each school nominates one teacher that the principal chooses as the teacher of the quarter and then they're honored by the Mayor and City Commissioners. In all of the communities every teacher could use a little morale booster. She believes this will be a good idea to keep the teachers that are here in the City to stay at the schools in the City instead of going outside.

Mayor Henry stated agreed with Commissioner Henry and stated it will bring much needed morale to the teachers. He agrees with Commissioner Henry that there needs to be community schools that feel the support and that are strong.

Commissioner Delgado stated we have very valuable retiring people in our Community, it's a great way to keep them engaged in our Community as a great resource of training and education. He is sure there are people who will be happy to come in and show ideas and do presentations. There are so many kids that have never met professionals.

Commissioner Henry stated there are the people out there we just need to make it available and provide them with the space and make it official.

Commissioner Delgado stated he thinks it will be an eye opening experience to do it in a fun way.

Commissioner Reed stated that she would like to add art education to this and mentioned that she is proud of one of her students for his art skills.

Commissioner Trager stated she has always known that there is a lot of fantastic talent in the Community and a lot of people willing to donate their time.

Mr. Chisolm stated they will put all their ideas and work on a program.

Commissioner Reed stated her 2017 list didn't change that much. She wants to move up the priority on Midtown and Redevelopment in that area.

Commissioner Trager wants to encourage businesses to relocate to Daytona Beach and to start repairing our neighborhood roads. She wants to look at grants or loans for owner occupied home repairs. She wants to see the First Step Shelter finished as soon as possible. She would like to work on partnerships with hotels for temporary housing. They need to focus on the small things to improve Main Street like new paint, plants, replacing old lamp posts. They need to make the streets from the Ocean Center to Main Street more welcoming to visitors. She doesn't want to see the Josie Rogers house moved. It is an important historical structure to River Front Park. Finally, she spoke about finding a compromise on short term rental.

Commissioner Reed stated she also wants to explore the short term rentals. We need to make a decision and stand by it and explore the idea. She suggested turning the Josie Rogers housing into an African American History Museum because that was the gate way from segregation and integration to the place cross over the bridge. One of things she regrets regarding Midtown is that a lot of families haven't preserved those homes. She loves the homes when she drives down Palmetto. As we prepare for the new residents that will be coming to Daytona, we need to look to our citizens to pull themselves up out of their situation and how we can help them.

Mayor Henry we need to figure some ways to make sure that the people who live in our City are benefiting from the changes we are making. We have to consider our residents first for housing and for jobs.

Commissioner Gilliland stated the problem was the people in the Community do not have the skills and we need to find a way of providing that kind of skills training to the Community.

Robert Jagger, City Attorney, stated we are relying on the finding of Dr. Johns, we have so many options to address this, one of options to identify regions.

Mayor Henry stated as to come to conclusion there are multiple ways not only one way.

Commissioner Reed stated I would like to have this discussion.

Mr. Chisolm stated this is a great discussion. He thinks there is a way to require new businesses and developments to attempt to hire certain number of people who live within the City, but it depends on how they want structure.

Commissioner Trager asked about Team Volusia and would like to know what industry they are targeting and provide instruction.

Mr. Chisolm stated one of the recent companies we have been fortunate to get is manufacturing medical and biological products and they having very sophisticated system and we have to find a way to partner with them to determine which type of employees they are looking to hire and with what skills.

Commissioner Gilliland stated we have to figure out how to help people that they have skills and we need to get the people that live here in the position that they can apply and get these jobs. We have a gap between people needing jobs living in the City and the skills they have to get these jobs.

Mr. Chisolm stated we can schedule time for this in a workshop, it's the best way to get through information.

Mayor Henry stated that Mr. Jagger has some suggestions that could work. He asked if he is correct.

Mr. Jagger responded yes.

Mayor Henry asked if there are any more comments.

Commissioner Trager stated a lot of the things we listed last year are not completed.

Mayor Henry stated that he would like to hear ideas from different people and they need to consider having an online survey so the whole Community can participate. It would allow the residents to give us some direct feedback.

Mr. Chisolm stated that there are several ways if you want a valid sample of what the Community feels.

Commissioner Delgado stated his suggestion to present it.

Mayor stated there are a lot of ways and there are so many groups of home owner associations, I am just trying to figure out how to make a valid research.

Mr. Chisolm stated his suggestion and will find out the cost to have a sample.

Mayor Henry stated the infrastructure was mentioned which is much of what he would like to discuss. He asked for an update on our workforce data. He stated Main Street is a priority for him and he wants to tie it in with the Beachside Redevelopment Committee. He stated they are going to make some suggestions and he would like the Commission to take a serious look at what they've done. He stated it's an opportunity to consider ways to partner with the local municipalities and the County. He stated if all are not working in the same direction, nothing would get done. He stated that group has put a lot of time in and they hear a lot from the community.

Commissioner Trager stated she has attended a number of meetings and lighting was one of the big things.

Commissioner Gilliland asked if they talked about financing and the parking garage. He stated they looked at that about 10 years ago and it was going to be a money loser. He asked if they're getting into that. He stated he loved the idea of having a parking garage and always has.

Mr. Chisolm stated without a cash flow it doesn't work.

Commissioner Delgado asked if they were looking to do mixed, where you have businesses on the bottom. He stated he didn't know if the finances were different.

Commissioner Gilliland stated, clearly they don't have a couple million dollars. He stated he loves the idea and was hoping they would kick out the financing idea and come up with something.

Commissioner Delgado mentioned a \$2,000,000 loss, and asked if the parking lot is losing millions of dollars each year on Oakridge. He asked if it was a loss to build it and is it a continued loss.

Commissioner Gilliland stated on the upfront you'd be fine if there were a smaller annual loss.

Commissioner Gilliland stated the guy from the water park made his money from the parking garage because a lot of the things the county was doing, didn't make sense of the way you run a parking garage.

Mr. Chisholm stated there is no science to if one will fail or not; it all has to do with the development around it.

Commissioner Gilliland stated they were discounting a lot. He stated it's a hard thing to do and he's hoping they came up with an idea that works. He compared them to Tallahassee.

Commissioner Delgado stated they were talking about becoming a leader that would be a catalyst for further developments. They would look for low cost ways to activate the site and eventually make your money back.

Mayor Henry stated the Beachside Redevelopment Committee is a board that the County put together and they're not going to just give out money, but this is one of the chief things they suggest for Main Street. He stated if that's the main thing that will get Main Street and the surrounding area moving then maybe the county will be willing to do something.

Commissioner Gilliland stated the Ocean Center has a stake in this.

Mr. Chisholm stated they have quite an investment in parking currently. He stated now it's not available but when it needs to be available it will be to the Main Street area, but it's more than just one thing. He stated a parking garage is not going to make everything successful on Main Street. Until you have investors investing in those properties and providing viable year round businesses, it's going to be difficult to make anything work successfully. He stated the study that was done was to provide an opportunity for the private sector to make investments and remove roadblocks so they wouldn't have to be in fear of their loss of investment because the bureaucratic processing. He stated that was the thrust of E-Zone, that's what they were trying to achieve.

Mayor Henry stated that's why they need a designated staff person to help activate that area; to bring current landowners together, including the County, the private sector and the City. He stated that's a part of the Main Street solution.

Commissioner Gilliland stated his concern with itinerant vending. He asked if property on Main Street that's a storefront and is zoned to be retail, is there anything they can do from a regulatory prospective to prevent them for just being open from month to month.

Mr. Jagger stated in the regulations there are requirements that state they be open year round for a certain number of days.

Commissioner Gilliland asked if that was to do something outside.

Mr. Jagger stated yes to do itinerant vending.

Commissioner Gilliland stated he's talking about the 90 percent that's down there inside a store that's closed 10 months out of the year.

Mr. Jagger stated he would look into it but it's difficult to regulate the way people operate their business. What they regulate is rather they are entitled to operate a business not the hours of use.

Mr. Chisholm stated they did inquire when Ben was there and he brought up the same point. They are in the commercial district and authorized to perform that business, you can't tell them they have to be open all the time.

Commissioner Gilliland stated the misconception in the community is that we are allowing itinerant vending at an enormous rate. He stated there were 10-12 places just open for the Bike event.

Jim Morris, Deputy City Manager stated that's a specific example of full retail license. He stated they met their license agreement. He stated parking is required for businesses on Main Street so they don't have to require parking. He stated properties surrounded by County property are not able to qualify because they don't have outside space vending and they don't do business during the year as of Bike Week. He stated the Bike Week master plan is in addition to what you ordinarily do if you meet the requirements for staying open the time periods.

Commissioner Gilliland stated to him, that's the problem.

Mayor Henry mentioned homeless issues and the Soldier One presentation. He stated he would like that to be part of their plan to support the project. He stated Parks and Recreation is often times one of the first things they cut. He stated he likes the increases we are making but he thinks they're short. He stated Parks and Recreation attracts families. Our residents are going to neighboring cities to participate in their activities, and we want more reasons for them to come to ours. He mentioned the view of non-profit fees for City use property. He stated we always review our fees, he asked how do we partner with non-profit who are trying to do things that are a community benefit. He mentioned a group from Gainesville that wants to do an event on the beach, but the fees are high. He asked how to we partner with them, because somethings are done for profit and some because they are wholesome and we want them.

Commissioner Gilliland asked if they want to be actually on the beach.

Mayor Henry answered the want to use the Bandshell. They said our beach is the best of all their vestibules in the State of Florida and they have 12-15. He stated they want to do it during spring break.

Commissioner Gilliland stated it's also Bike Week.

Mr. Chisholm stated they're mixing a lot of different people in the same place.

Mayor Henry stated they wouldn't do it during Bike Week. He mentioned East ISB, work force housing and proactive code. He asked how do they utilize the new tax liens to their advantage as a community because this is a way for them to be proactive on and actually say these are properties they want to spend resources on to repair.

Commissioner Gilliland stated paving the City streets will still be his number one thing. He asked if they knew what it was to run a program like that.

Mr. Chisholm stated they would take a look.

Commissioner Gilliland stated having the conversation is getting really important because it will climb as the population grow. He stated they need to have a solid list of things to resonate with the voters.

Mayor Henry agreed and stated that's what people want in this community.

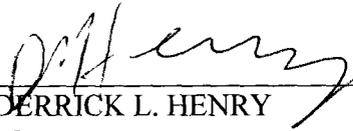
Mr. Chisholm asked if they wanted to set up a time on April 25 to talk about ½ cent sales tax. He asked if that was a date.

Letitia LaMagna, City Clerk, stated that's a Wednesday the week after Commission meeting.

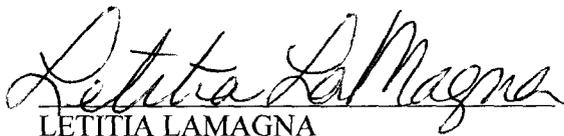
Mr. Chisholm stated to have it on the 25th at 4:30pm. He stated there is Hard Rock scope meeting and they offers to show a tour to the Commissioners March 28th and March 29th at 4:00pm. He asked the commission to choose a date. They agreed on Wednesday March 28, 2018.

3. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 5:52 p.m.

  
DERRICK L. HENRY  
Mayor

ATTEST:

  
LETITIA LAMAGNA  
City Clerk

Adopted: July 18, 2018

**RECORD REQUIRED TO APPEAL:** In accordance with Florida Statute 286.0105 if you should decide to appeal any decision the City Commission makes about any matter at this meeting, you will need a record of the proceedings. You are responsible for providing this record. You may hire a court reporter to make a verbatim transcript, or you may buy a CD of the meeting for \$2.00 at the City Clerk's office. CDs are only made upon request. The City is not responsible for any mechanical failure of the recording equipment.