

Minutes

Strategic Planning Kickoff Workshop

The City of Daytona Beach, Florida

January 29, 2020

Minutes of the Strategic Planning Kickoff Workshop of the City Commission of The City of Daytona Beach, Florida, held on Wednesday, January 29, 2020 at 5:00 p.m., City Hall, Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Attendance

Commissioner Ruth Trager	Present
Commissioner Aaron Delgado	Absent
Commissioner Quanita May	Present
Commissioner Robert Gilliland	Present
Commissioner Dannette Henry	Absent
Commissioner Paula Reed	Present
Mayor Derrick Henry	Absent

Also Present:

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

1. Welcome

Vice-Mayor Gilliland welcomed everyone to the Strategic Planning Workshop. He turned the meeting over to the City Manager.

2. Presentations

James Chisholm, City Manager, stated the presentation they received early was a summary of the accomplishments over the last fiscal year. He stated the budget director will go through that and at the conclusion, there are projects they need to look at going forward as well as some additional information.

Fred Coulter, Budget, stated he wants to go over a few things. He stated he was asked what would have happened if they had stuck with the rolled back rate. He stated they are also going to look at what they accomplished in FY 18/19. In 2006, the City went below rolled back and they continued to go below rolled back for a few years. He stated if they had gone with rolled back all of those year the millage rate would be a mil higher than what it is right now. He presented the funding gap that showed them what they weren't able to accomplish because they had gone below rolled back. He stated it was a cumulative process because once you go below they staff below from then on. He stated we are still below the total review when it was at the peak. He stated he was going to show them all the

accomplishments last fiscal year (FY). He stated first up is the Utilities Department and he stated it was pointed out when grant monies were used. He stated that Utilities Department did an Inflow and Infiltration Study; ISB/Red John Dr. Utility Improvements (First Step Shelter Utilities); Water Master Plan to prioritize improvements to distribution system for the next 20 years; Williamson Blvd Reclaimed Water Improvements Project – Dunn to Mason; Bennett Swamp Rehydration and Conservation Project; Clyde Morris Blvd/Dunn Ave Manhole Replacement; Lift Station 4; Brennan Softener Rebuild; Fire Hydrant and Valve Maintenance; Cured In Place Pipe (CIPP) Rehabilitation; and Distribution System Cleaning. He stated they also did a number of in-house projects including: Reuse main install on Vernon St; New MH install on Fairview at Daytona Ave; Replaced FM and valve to Daytona Flea Market; Inspected $\frac{3}{4}$ of MH's with Force Main's entering them; Bethune Point WWTP - replaced/relocated waste line; Chaffee Pl, N Halifax Ave, Boylston Ave; and Installed bypass for backup pump at Lift Station 69. He stated this is just Utilities. He stated Public Works had sent him a large spreadsheet full of projects and some of them are funded by FEMA and other grants. Public Works included: Beach Stairs & Railings; West ISB Streetscape; Bethune Point Park Fishing and Observation Structure; East ISB & A1A Demolition; Jackie Robinson Ball Park Turf; Police Department Chiller Replacement; Schnebly Center HVAC Replacement; Fire Station #1 Transfer Switch; Midtown Center Gymnasium & Painting; Nova Road Median Landscaping; Sickler Drive Trail; Colin Park & Fishing Dock; Orange Avenue Midtown Lofts Stormwater Facility; Old Police Department Demolition; Peabody Roof Replacement; City Hall HVAC Controls Replacement; Bus Benches; ISB Handrail Replacement; Beville Road Landscaping; Manatee Island Docks; Cart Barn; Jimmy Ann Drive; Day Docks – Riverfront Park; 1 PGA Lane Demolition; Bandshell Renovation; Peabody Stage Floor Replacement; City Hall Air Handler Replacement; Municipal Stadium Press Box Windows; Fire Station #6 Generator / Transfer Switch; Donnelly Trail; Ridgewood Trash Receptacles; and Joe Harris Park. He stated when they think of Finance, they don't typically think of projects, but Finance processed \$26.2 Million in grant expenditures; Three State Revolving Loans finalized; Additional loan funding project through current year; Bond rating maintained at A1 (Stable outlook); Interest revenue doubled with change in banking relationship; and were awarded Certificate of Achievement for Excellence in Financial Reporting. He stated the Finance Department through their Purchasing Division accomplished: Implemented vendor/contract management system; Public transparency initiative; Reduced legal advertising requirements; Conducted vendor fair; Utilized online auctions of surplus vehicles and equipment. He stated the Information Technology accomplished: City Website Redesign; Increased functionality, ADA accessible; Online applicant tracking and onboarding; Closed Captioning system implemented; Updated AV equipment in Commission Chambers; Cyber Risk assessment; Targeted threat hunt; Penetration testing; and a new data backup system. He stated the Fire Department: Saved nearly \$115 million in property; Two new specialized fire engines acquired Funded through impact fees; Established Community Paramedic Program; Fire Station #4 expansion with a Logistics warehouse and Bunker gear storage facility; Fire Station #6 generator expansion to maintain functionality during natural disaster; and replacement of cardiac monitors. He stated Utility Billing accomplishments of:

Approximately 130,000 interactions with citizens; 5,000 new utility accounts created of which 850 were new construction accounts created; and Meter technicians transitioned to cell phones from radios. He stated the Police Department accomplishments: 41 new recruits sworn in; Panhandling ordinance adopted; Opened Midtown Precinct at the corner of Orange Ave. & Nova Rd.; DBPD averages 342 calls for service per day; Made 6,301 arrests; Burglaries down 24% since 2017; Larcenies down 27% since 2017; Sexual battery down 63% since 2017; hosted a youth STEM Camp; District 1 Substation opened; Officer Safety Program established; Vehicle Acquisition Program continued; Code Enforcement integrated into Police Station; and received over \$344,500 in grant funds. He stated Leisure Services had a number of accomplishments including a lot them were for the Schnebly Recreation Center including: AC replaced; maintenance room renovated with LED lighting; new basketball hoops and rolling gate; paved sidewalk between volleyball court and playground; restrooms renovated; they updated the landscape and turf, irrigation system; new fence/fence post on east side of gym; ADA doors installed and smoke detectors installed. He stated Leisure Services also accomplished: New basketball goals at Lenox; new Blinds at YSG; Midtown gymnasium interior walls repainted and Midtown gymnasium exterior walls sealed; Tusawilla Park restrooms remodeled; Bethune Point restrooms remodeled; the Derbyshire softball fields drainage problems corrected; Sunnyland windows replaced; Dickerson Center plumbing issues addressed; Jackie Robinson Baseball Field turf replaced; Tusawilla Park pavilions refurbished; and the YSG gymnasium lights replaced. He stated that concluded his presentation.

Vice Mayor Gilliland asked if there were any questions of Mr. Coulter.

Commissioner May thanked Mr. Coulter and stated it was a great presentation.

Mr. Chisholm stated the second part of this is some planning going forward. He stated there are a number of projects that they would like to cost out and bring back to the Commission if they are still interested in them. He stated the first one is the pier. He stated this item is really an investment in the future. He stated they recently approved items for the pier that would keep the pier from falling into the ocean. He is asking now to have the pier evaluated and look at a long term solution. They are looking at the expansion of the parking area and if they decide to have staff move forward on that they would have to acquire some property there. The second project is economic development of the Main Street area. He stated they have in their backup on number of Google Earth images for properties that may be available for expanding the pier and for the Main Street Economic Stimulus Project. If that is of interest they will bring back a plan to the Commission. He stated the next one is Jackie Robinson Ballpark and the issues with Major League Baseball. He stated he had a meeting with them yesterday and they are looking for some indication from the City whether they are willing to commit on expanding and building a new clubhouse for the team and tunnel for batting cages. They also asked for Major League quality lighting on the field. He stated they also asked for a letter of commitment from the City for these projects, knowing that due to the cost associated with these projects that it wouldn't have to be completed in the short term but as a long term plan. The next item is downtown parking. He stated in their backup

is a property available to the City to lease for parking. He stated they have not negotiated anything at this point, but there is not a lot of land available that is not already under contract and they made need to lease that property for parking. He stated they don't have need of the office space so they would lease the property parking and perhaps lease out the office space. He stated those are opportunities for the future for the City. He stated he is sure there are others, but he wanted to bring those to them and they will bring them back for Commission action.

3. Discussion

Vice Mayor Gilliland stated they all want to see the Tortugas stay but he wanted to know how much money they were talking about and when would that get a decision from MLB.

Mr. Chisholm stated the MLB is looking for a response from the City this week as to whether or not the City is willing to go forward to find solutions for those improvements. The improvements are around four million dollars. He stated it was over time and depended on how they structure the improvements as to what the cost would be. He stated they are not asking them to commit to four million dollars, they are asking them to commit to perform the improvements as they can.

Commissioner Reed asked if he said Major League Baseball.

Mr. Chisholm stated it is through the Minor League but based on Major League's decision to cut the number of teams in the minors.

Commissioner Reed asked if that was a segway into possibly keeping their team.

Mr. Chisholm stated yes. He stated if the City was not willing to make those commitments than obviously they would not be a priority to keep.

Vice Mayor stated they presented to ECHO...

Commissioner May asked if they could hear her. She asked if there were additional funding sources so it is not just the City paying.

Mr. Chisholm stated there is an opportunity for grants. He stated there are public/private groups that could generate some revenue. He stated there is a way to work in all of these issues but a lot of things have to happen way beyond the letter they are going to send such as the developer and the cost and design for those things and see where the partnerships fall.

Commissioner May clarified that all they are looking for now is a letter stating we are willing to work with them on future based projects.

Mr. Chisholm stated that is correct.

Commissioner Reed clarified they needed that letter in the next week.

Mr. Chisholm stated yes.

Commissioner Reed asked if it would come before them at a Commission Meeting.

Mr. Chisholm stated that would be too late. He has to do it this Friday. He suggested he can put a letter together showing the City's willingness to work them.

Vice Mayor Gilliland clarified it was the lighting, batting cages, and clubhouse to which they were committing.

Mr. Chisholm stated yes, the overall athletic conditions.

Vice Mayor Gilliland stated the deepest pocket around here that we have an opportunity with is ECHO and the County may not fund them in the future because they have a bunch of money in the bank and no eligible projects. They are going to have to give them their best pitch. They will want to see some local contributions as well. He stated he is curious about the clubhouse improvements and what MLB is saying the clubhouse is lacking.

Mr. Chisholm stated it is the overall facilities.

Commissioner May stated when those improvements are made they are going to trigger the entire experience. She stated it is an iconic park. She just wanted to make sure we were going to look for other funding sources.

Vice Mayor Gilliland clarified that no one objects to the City Manager sending the letter.

Commissioner May stated 100 percent. She asked if they could get a copy of it, before it is sent to MLB, if possible. She stated she trusts Mr. Chisholm.

Vice Mayor Gilliland told the City Manager to get them a copy by 10:00 a.m.

Mr. Chisholm stated he would. He stated he will send it out and to let him know if they wanted any changes.

Vice Mayor Gilliland clarified that they aren't committing to a dollar amount, but a financial investment in the future. He reiterated the other projects that the City Manager had presented.

Mr. Chisholm stated the Pier is one where they are going to do some analysis on stabilizing the structure and they are also going to look at a long term analysis that will give them a basis for future decisions.

{inaudible}

Commissioner Trager stated do they need a letter from MLB on the ballpark.

Mr. Chisholm stated it is his understanding that they are in the position that if they are willing to make a commitment, MLB is willing to go forward on trying to keep the team in place.

Commissioner Trager stated that there is nothing in writing from MLB.

Mr. Chisholm stated he would ask them.

Commissioner Reed stated she was under the impression that they wouldn't move forward with any funding commitment unless they had that.

Mr. Chisholm stated that is correct.

Vice Mayor Gilliland stated the City of Ormond Beach did a resolution of support for keeping the Tortugas here. He asked if there was anything else.

Mr. Chisholm stated that the Downtown has more legs than the other projects right now, it is in construction over the next eight or nine months.

Commissioner May stated the merchants value the extra parking as they go through the streetscape project.

Mr. Chisholm stated the property owner has presented a five year lease agreement for parking and the office space.

Vice Mayor Gilliland stated they have parking standards...

Mr. Chisholm deferred to the City Attorney.

Robert Jagger, City Attorney, stated that would be a question for Planning.

Dennis Mrozek, Planning Director, stated there are no parking requirements.

Mr. Chisholm stated they would bring something back to them.

Vice Mayor Gilliland asked if anyone had anything to add to the list.

Commissioner May stated she had two. She stated the first one was the Ridgewood corridor from Mason Avenue to South Daytona. She stated she is not talking about buying properties but a change of the look. The other priority was East International Speedway Boulevard (EISB). She stated she had asked for a list of properties and she wanted them to take a look at that and keep it on the radar.

Vice Mayor Gilliland clarified the boundaries on the first one.

Commissioner May stated it basically was the edge of Holly Hill to South Daytona. She stated that entire area looks disconnected. She stated the other two cities have done a good job with the median landscaping. She stated she would really like the City to focus on improving the lighting throughout the City. She stated she had requested a list of lights that were City owned. She stated it would contribute to the overall look of the City.

Vice Mayor Gilliland stated that South Daytona and Holly Hill have started undergrounding their light poles. He stated it wouldn't be cheap but it would be nice if they had something to connect to those two. He stated that is probably a three or four year project.

Commissioner May stated the goal of this is to start the process. She stated those things would be worthwhile projects that would contribute to the overall look of the City.

Vice Mayor Gilliland stated he was surprised how much the cost of underground utilities has dropped. He stated it used to be about a million dollars a mile, and now he believes it is around \$400,000 a mile.

Commissioner May stated it would be nice to have some sort of uniformity. She asked if they could talk about EISB. She stated they have to determine how important this area is and what the impact of this one area has on the City.

Vice Mayor Gilliland stated they have committed a couple million dollars and a lot of staff time. They are well down the road with FDOT project.

Commissioner May stated that is roadway but they are still stuck with what is on either side.

Vice Mayor Gilliland stated those are privately owned so...

Commissioner May stated he was right. She stated this why she asked for a list of the values of those properties. She asked what the issue with the properties was. She asked if they were valued too high.

Vice Mayor Gilliland stated the market value that Mr. Bitterhoff was asking for was too high.

Commissioner May stated if nothing else she wanted the Citizens to know it wasn't that the City was trying to pursue something. She stated it was individuals that want to charge whatever they want...that has arrested development there.

Vice Mayor Gilliland stated that is a communication breakdown. He stated the City has gone above and beyond on that corridor for a number of years. He stated they now need to work on getting that message out to the public. He stated the Chambers raised funds and did a video that is available on their website. He stated it was a flyover from Trader Joe's to ISB all the way to the ocean. He stated they had conceptual images on EISB that the private sector might be able to do over there.

Commissioner May stated unless the owners of those properties what to do something...right now those owners aren't reinvesting in their properties and there is nothing anyone else can do.

Mr. Chisholm stated there is not much they can do with that. The City can only use eminent domain for park property and parking improvements related to transportation.

Commissioner May asked if they had plans for a park or parking along that area.

Mr. Chisholm stated they would have to develop a concept that included both of those.

Commissioner May stated she has spoken to people and they have said for as long as they have lived in Daytona Beach, EISB has looked like this. She stated they are attracting people to Beach Street and to the west side of the City. She stated it is such a same to see EISB not change over 30 or 40 years. She stated that is the thing that people remember, they don't remember all the other improvements they just see what they haven't done.

Vice Mayor Gilliland stated the City is investing a couple of million dollars over there and working with FDOT to try to be a catalyst for the private sector to take more of an interest.

Commissioner May stated she appreciates that but she would like to see the City create a plan for a park in that area or beach parking.

Vice Mayor Gilliland stated he is not sure they can sell an eminent domain park since they own both corners of ISB. He stated he believes a judge might take issue with that. He stated the County and ECHO funds...they are interested in off beach parking. He stated there might be somewhere in the corridor that they'd be interested in putting a parking lot.

Mr. Chisholm stated they need stormwater over there so that is another component that could be dealt with.

Commissioner May stated she believes it is something they should seriously consider.

Vice Mayor Gilliland stated they have made great progress on the boardwalk, but if you couldn't go down there at night in the 70s. He stated it took a long time. He stated he hears what she is saying and he wants something to happen along EISB.

Commissioner Reed stated she would like to ask about the west side of ISB.

Mr. Chisholm stated they have a section...they are all the way to MLK with improvements on ISB and he MLK to Ridgewood would be the next section.

Commissioner Reed asked about the water buildup at the corner of Adams. She stated she was unaware that the City submitted something for Dickerson Center. She stated the County asked her why she didn't have a letter supporting that. She asked if it was a grant.

Vice Mayor Gilliland stated there is something in their mailboxes right now about it. He stated it is a letter from Mayor Henry asking for real estate because they want to relocate the playground.

Mr. Chisholm stated they have a plan for improvements including the pool area. He stated it's the area between the pool and playground to improve the parking and the playground and access. He stated that may be a Racing and Recreation grant.

Commissioner May stated would like them to support the Housing Authority as one of their priorities this year.

Commissioner Reed stated she would like to have a presentation by them because she was a little taken aback when they came out of the woodwork when the City was having their presentation on the affordable housing projects. She stated that Housing authority needs to keep the City in the forefront too.

Commissioner May stated that Mr. Chisholm has been meeting with the Housing Authority about once a month to see what they are doing and how they are doing it. She stated what she learned from the presentation was that they need to have a clear policy on how and what things they are going to support. She stated they need better policies.

Vice Mayor Gilliland stated the Housing Authority was working on something for next year. He stated all of a sudden they found out they were doing something for this year...which is not good communication. He stated they needed to have better communication with the City.

Commissioner May stated in their defense the City was actively involved in helping them plan their event that happened in April. She stated the City was at their event. She stated that the City knew what was happening. She stated they are very much open to working with the City and they need that support and the City needs that too.

Vice Mayor Gilliland stated Terril Bates does an amazing job over there.

Commissioner May stated she just wants to make sure that their policies are in line with them.

Vice Mayor Gilliland stated their relationship under Ms. Bates is better now than it was previously.

Mr. Chisholm stated she is doing a good job in a number of ways and they don't always see what that is. He thinks it is a good idea to have them come and give a presentation.

Commissioner Reed asked if they picked one of the three developers they were considering.

Commissioner May stated they went with number three. They are planning on have a barber shop, a restaurant, and a coffee shop. That whole area is going to change.

Vice Mayor Gilliland stated if there was no other comments...he asked when they would have another workshop.

Mr. Chisholm stated they would come back with a schedule.

4. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:00 p.m.



Robert A. Gilliland
Vice Mayor

ATTEST:



LETITIA LAMAGNA
City Clerk

Adopted: March 4, 2020

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 purchase a CD of the meeting 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.