

**MINUTES
CITY OF ORMOND BEACH
QUALITY OF LIFE ADVISORY BOARD
REGULAR MEETING**

March 3, 2011

7:00 PM

**City of Ormond Beach
Training Room
22 South Beach Street
Ormond Beach, Florida**

1) Call to Order

Dr. Shapiro called the meeting to order at 7:00 p.m.

Members present were: Debbie Berner, Janet Dannehower, Marianne DiFiore, Dr. Daniel Drake, William Masters, Becky Montgomery, Troy Railsback, Dr. Philip Shapiro and Betty Smith. Excused were Russ Nicastro and Dr. Gerald Woodard.

Others present were: Leisure Services Director Robert Carolin, and Recording Secretary Shá Moss.

Dr. Shapiro stated Mr. Nicastro was in the hospital.

Dr. Shapiro welcomed the new members and briefly went over the Sunshine Law and the duties of the Board.

2) Approval of Minutes – February 3, 2011

Ms. Berner moved seconded by Mr. Masters to accept the minutes of the February 3, 2011, meeting. The motion passed unanimously.

3) Community Partnership Programs Approval

Dr. Shapiro noted that the community partnership consisted of City medians, parks and streets. He noted years ago the Trails Kiwanis Club adopted an area and they made sure the street was cleaned and as they took pride in the project.

Leisure Services Director Robert Carolin stated the partnership program had been in place for a while but no Resolution for adoption has been approved by the Commission. The goal was to have an umbrella sponsorship program for all of

them. Mr. Carolin stated the sponsorship of the medians was beneficial for businesses that wanted to make a difference in their community while being recognized as a community partner; the street and park sponsorships would consist of volunteers making sure the area was cleaned and taking community pride in hopes of making surrounding neighborhoods do the same. There would be a plaque placed in the designated area naming the group. Mr. Carolin stated the goal was to develop inner community pride, getting families aware of keeping the area clean and to make the City beautiful.

Ms. Berner asked how the community would know about the project.

Mr. Carolin stated the information would be posted on the website and at certain events there could be booths set up with information like at Art in the Park, the Farmers Market; there should also be an advertisement at the bottom of the screen at the Movies on the Halifax. He stated marketing the project would not be a problem.

Mr. Railsback asked whether the City had gotten input from other cities; wherein Mr. Carolin stated he did not personally speak with the other communities.

Dr. Shapiro asked whether the \$3,500 fee for the median sponsorship was the actual cost.

Mr. Carolin stated there was a certain dollar amount to maintain the medians. To determine the cost, they looked at all the medians because they are all different, and divided the amount. He stated the median selection would be on a first come first choice basis and the contract would be for one year. It would be an open selection process for the medians and the streets. Mr. Carolin stated it would also be a good way for the Leisure Services Department to know more of the community when they come in to get the things they need to maintain their area.

Dr. Shapiro asked who would be liable for the projects; wherein Mr. Carolin stated the City would be liable and the group would sign a waiver of release.

Ms. DiFiore asked would the program apply to vacant areas, such as on A1A or do you have to adopt a specific area.

Mr. Carolin stated some areas are owned by the State but he could get the information in order to do the sponsorship for those areas.

Ms. Berner moved, seconded by Ms. Montgomery that the Quality of Life Advisory Board recommends adoption of the Community Partnership Program. The motion passed unanimously.

Mr. Masters stated someone could adopt a cross street near A1A and then spread out their involvement from there.

Mr. Carolin stated it was hoped that it would make people more conscience of their community.

Mr. Railsback asked whether the \$3,500 was pooled or earmarked towards that specific median; wherein Mr. Carolin answered that the money would be pooled into the General Fund.

Dr. Shapiro stated signage was regulated, but asked about logos.

Mr. Carolin stated signage was regulated, but logos were eliminated because some of them use a lot of space and the goal was for the exposure of the individual or company name.

Dr. Drake asked whether the medians could be divided and how they were defined.

Mr. Carolin stated there was a list of all the medians in the City and they could be divided depending on cross streets. There would only be two signs, one on both ends and that also determined the cost of the medians so that the price was consistent.

Ms. Dannehower asked whether the City would use the local schools and the different sports groups for the adoption program.

Mr. Carolin stated the City currently uses the schools for volunteer opportunities, and he was aware of the need for volunteer hours. He noted they could do mass emails to the different sport groups and the counselors at the schools were aware that the City uses the students for volunteering projects.

Ms. Smith asked whether the City uses the mass phone call system, wherein Mr. Carolin stated the City was not set up for that program. She stated it could be used to let the residents know what was going on in the City, such as when a parade was being held.

4) Member comments

Benches

Ms. Berner asked how the sponsorship for the benches was going.

Mr. Carolin stated the bench sponsorship program was going really well. The City was currently replacing all the benches.

Mr. Masters asked whether you could add photos.

Mr. Carolin stated there were many ideas to choose from and photos were included as a choice.

Mr. Carolin stated in next month's water bill, it would ask the customer whether they wanted to donate to the promotion of upcoming events, like the fire works display.

Dr. Shapiro asked whether the City could use a sponsor to pay for the billing cost of preparing the water bills.

Next Meeting

Mr. Carolin stated Dave Balliker was suppose to attend the March meeting but will hopefully be available for next meeting. He stated he wanted to discuss the Indian Mound on Beach Street, and to possibly place a piece of public art there to make the community more aware of the history of it.

Movie on the Halifax

Mr. Carolin stated there was a spaghetti dinner to go along with this month's movie "Cloudy with a Chance of Meatballs". He noted he was expecting a big turn out from the responses he had already received.

Motions and Recommendations

Dr. Shapiro stated when the Board made motions and recommendations they are really heard by the City Commission. He noted he moved that there be something to recognize the Korean and Vietnam Veterans and a plaque was recently placed at the Art Museum.

West Granada Medians

Ms. Montgomery asked about the status of the medians on West Granada.

Mr. Carolin stated he would find out and advise the Board at the next meeting

5) Audience Comments

None

6) Adjournment – Next Meeting – Date April 7, 2011

The meeting adjourned at 7:40 p.m.

Respectfully submitted,

Shá Moss, Recording Secretary

ATTEST:

Dr. Philip J. Shapiro, Chairman