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### Inside this Issue

<b>Summer with a Purpose</b>	<b>2</b>
<b>Police Athletic League</b>	<b>3</b>
<b>Activity Class</b>	<b>4</b>
<b>Adopt-A-Park</b>	<b>5</b>
<b>Public Works in Action</b>	<b>6</b>
<b>Senior Games</b>	<b>8</b>

# City of Ormond Beach

SEPTEMBER 23, 2011

## Strategic Economic Development Plan Workshop

The Economic Development Department conducted a Strategic Economic Development Plan workshop on Saturday, September 17th at the Ormond Beach Performing Arts Center. In attendance were City Manager Joyce Shanahan, Economic Development Director Joe Mannarino, Airport Manager Steven Lichliter along with approximately thirty (30) Ormond Beach residents. The purpose of the workshop was to engage business leaders and community residents in review of the original 2006 Strategic Economic Development Plan accomplishments for the past five years and to incorporate ideas into a new three-year economic development plan.

Mr. Robert Gray, President of Strategic Planning Group worked with staff to present the economic development material to the participants in the workshop. Those in attendance learned about the goals and purpose of economic development programs and projects. The workshop presentation also included review of the updated demographics and a discussion of the challenges to achieving the future economic development goals and objectives. Attendees divided into three working groups to discuss the objectives for business recruitment, business retention and expansion, and downtown development and visitation. Following the group session, the attendees discussed their recommendations and many of the objectives of the existing 2006 Plan were retained along with the recommendation to add several new economic development objectives.

Staff is currently working with Mr. Gray to develop strategies to implement the recommended goals and objectives, which will be presented to the City Commission in October.



# Summer with a Purpose

On Tuesday, September 13<sup>th</sup>, Mayor Ed Kelley presented a proclamation to a group of about 300 very special teenagers at Tomoka Christian Church. These teenagers spent their summer reaching out to the Ormond Beach community in what they called a “summer with a purpose” or “Purpose 50.”

The teenagers have painted houses and office buildings, raked leaves, spread mulch, passed out water to beachgoers on the beach, and hosted a dance for an association of mentally challenged individuals. They visited the Ormond-In-The-Pines Assisted Living Facility every month and offered a bicycle ministry in which they collected unwanted bicycles, repaired them to like new condition and then gave them to families in need. Over 500 bicycles were given away this year and even the old bicycle parts were recycled.

Their generosity does not end when the summer does. The teenagers also conduct an annual Christmas new shoes giveaway in which they collect new shoes and give them away just before Christmas to families in need. Last year, they gave away 361 pairs of shoes and this year, their goal is to give away 500 pairs of new shoes.

These teenagers are eager to serve their community and we are fortunate to have these dedicated young men and women serving the Ormond Beach community.



## Weekly Police Stats

Calls for Service - 1,177    Arrests – 19  
 Citations Issued - 95  
 Reports Written - 138    Traffic Stops - 146



## Weekly Fire Operations Stats

**101 INCIDENTS**  
 63 - EMS    8 - Motor Vehicle Accidents  
 0 - Fires    5 - Fire Alarms  
 23 - Public Assists    2 - Hazardous

## *Mayor Kelley Visits Pine Trail Elementary*

On Thursday, September 15<sup>th</sup>, the Mayor visited Mrs. Reynolds third grade class at Pine Trail Elementary School. Her class was studying local government and decided to write letters to Mayor Kelley with their questions and invited him to come and speak to them. Mayor Kelley eagerly accepted the invitation, answered their questions on local government and encouraged them to become active in their local government and community as they would be the leaders of the future.



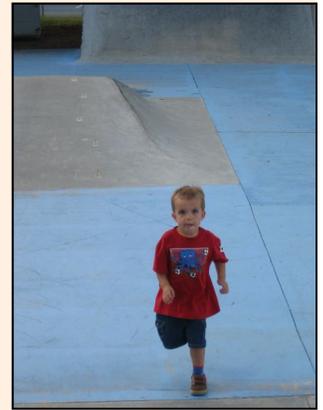
## *Police Athletic League's Youth Directors Program*

Three Ormond Beach PAL youth, Marissa Moss, Monica Moss and Chauncey Williams, attended a Florida PAL Youth Conference Committee Meeting/Training at Disney's Yacht Club Resort in Orlando this past weekend. Florida PAL brought in four motivational speakers and youth trainers to work with eleven youth from PAL Programs throughout the State of Florida. After working with trainers Friday night and Saturday morning, each youth had to present a two to three minute speech about what YDC means to them and how it has affected their lives. The presentations were amazing, heart-warming and gut-wrenching. It is unbelievable what our youth have already had to endure and overcome to be outstanding community members. Ormond Beach PAL youth, Marissa, Monica and Chauncey have worked very hard and have successfully achieved their goal of serving on the YDC Conference Committee. They are a part of a group of eleven who will now plan and run the Conference scheduled to take place at Disney's Coronado Springs in January 2012. This is the first time three Ormond Beach PAL youth have been selected to serve on the YDC Conference Committee. We are extremely proud of what they have accomplished!



# Activity Class at Nova Community Center

Nova Community Center is now offering the fall season of Miss Brenda's Activity Class. Each Tuesday and Thursday morning from 9:00 a.m. until noon, the 2 1/2 to 5 year old children enjoy arts and crafts, music, singing, dancing, the playground and various other activities to enhance physical fitness, learning and socialization. Today the skate court was used for more than just skating and cycling!



# Gymnastics

As the current 8-week gymnastics session wraps up, students have progressed very well at the various class levels. Each class begins with a warm-up, then skills are taught and worked on. Students in the photos are shown warming up, working on the tumble track doing splits, and on the beam practicing handstands and various skills. Upper level students are diligently preparing to compete this season. On the last day of each session, parents have the opportunity to see their children's newly learned skills on "parent day." It is always a fun experience for parents and students alike!



# *New Deck at Ormond Memorial Art Museum*

In preparation for Veterans Day, Building Maintenance staff installed new decking at the Ormond Memorial Art Museum, replacing that which had become deteriorated. Citizens will be able to safely view a new Vietnam War Memorial art sculpture which is scheduled for display on Veterans Day, 2011.



## *Adopt-A-Park*

Recently, Park Maintenance staff installed an Adopt-A-Park sign at the small mini-park at the end of Rosewood Avenue at Beach Street. The park was “adopted” by a family who has joined the program offered through the Department of Leisure Services.

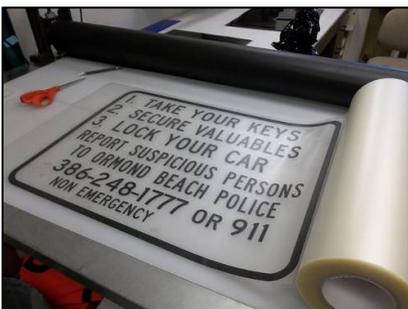
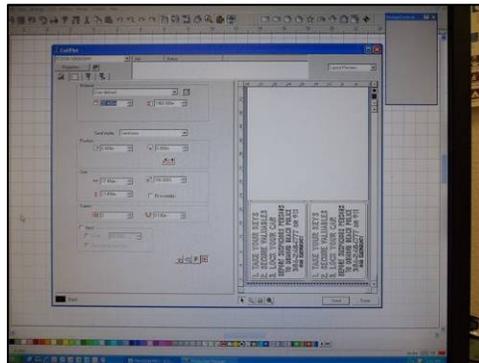
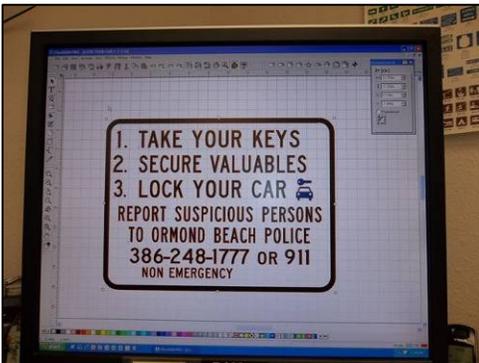
The Adopt-A-Park program allows a group of individuals from the community to adopt a specific park or specified location in a larger park to keep it maintained and clean. For additional information about the program, you may call 386-676-3277.



# Public Works in ACTION



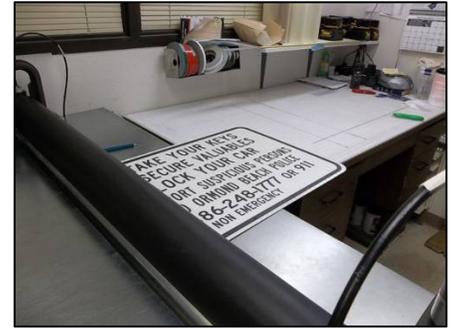
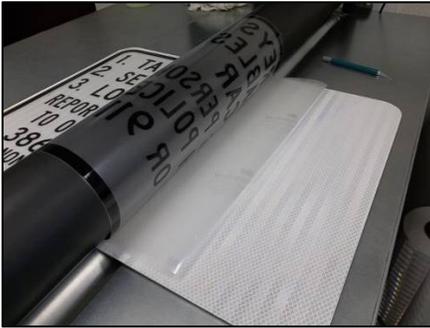
Production begins in the Sign Shop for the “3 Steps to Personal Safety” signs installed at parking areas throughout the City.



# Public Works in ACTION

(continued)

Sign Shop employees Ned Kraft and Charles Davis are responsible for all aspects of sign production, installation, and maintenance.



The “3 Steps to Personal Safety” signs remind residents to secure their belongings and lock their cars before leaving them unattended.



The first “3 Steps to Personal Safety” sign being installed at Cassen Park off South Beach Street.



## *New Docks at Sanchez Park*

The finger piers at Sanchez Park had become severely deteriorated and through grant funding were recently stripped and rebuilt with new stringers and decking. It will be a lovely upgrade to this wonderful City park!



## *Ormond Beach Senior Games*

The Games will be held October 22 – October 30, 2011, at venues throughout Ormond Beach and surrounding communities. The Senior Games “Kick-Off” Celebration will be held on Friday, October 21, at the Ormond Beach Senior Center. Ten days of sports and activities will be provided for participants 50 years of age or older and will be geared to the athletes own physical capabilities from mind stimulating table games to more strenuous outdoor events concluding with the Celebration of Athletes Gala on Sunday, October 30, at the Ormond Beach Elks Lodge. Tickets are \$15 for the Gala.

Twenty-two sports and activities will be offered to our athletes. Sports and activities of the 2011 Games are: Basketball, health walk, bocce, bowling, cycling, croquet, darts, football throw, golf, golf putting, horseshoes, pool, racquetball, soccer, softball throw, spelling, swimming, table tennis, tennis, track and field, trivia, 5k race walk, run and walk.

Fees are \$15.00 for any three competitions and \$3.00 for each additional competition. Registration ran thru September 19<sup>th</sup>, 2011. **Late registrations will be accepted, but participants will not receive a shirt.** Registration can be made by mail or in person at the Ormond Beach Senior Center, 351 Andrews St., Ormond Beach. For copies of the registration form, visit our web site [www.ormondbeach.org](http://www.ormondbeach.org) or call 386-445-8382 and via e-mail at [javanwert@gmail.com](mailto:javanwert@gmail.com)

The Ormond Beach Senior Games are sanctioned by the Florida Sports Foundation as a qualifier for the 2011 Florida Senior Games State Championships.

The 28th annual Ormond Beach Senior Games are hosted by a Committee of volunteers who stage and manage the games along with the assistance of the Ormond Beach Leisure Services Department. Their mission is to provide a competitive games curriculum for a large group of area seniors. If you are a senior in search of having fun and meeting new friends, consider the Senior Games. Involvement in the Ormond Games offers an enjoyable life-enhancing experience.