

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

March 1, 2012

7:00 PM

**City of Ormond Beach
Bailey Riverbridge Meeting House
1 North Beach Street
Ormond Beach, Florida**

1) Call to Order

Dr. Shapiro called the meeting to order at 6:04 p.m.

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

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

2) Approval of Minutes - February 2, 2012

Ms. Berner moved seconded by Mr. Railsback to accept the minutes of the February 2, 2012 meeting. The motion passed unanimously.

3) Discussion Items

a. MainStreet Art District Flags Work

Dr. Shapiro introduced MainStreet Director Maggie Sacks.

Maggie Sacks introduced Ryck Hundredmark, president of Ormond MainStreet and James Harper, chairman of the Arts Committee.

Mr. Hundredmark thanked the Board for the opportunity to present the Arts District Flag Work. He stated after the Board's first presentation, the Arts Committee met and decided to have a contest for the banner design for the Ormond Beach Art District. The contest was open to local artist that live or work in Ormond Beach, and over 100 entries were received. On display were the top 3 designs that best depicted the

Ormond Beach Arts District. At the annual meeting about 100 people attended and voted on the banners. The top 3 were #1 Lesley Giles receiving 14 votes, #2 Virginia Hamill receiving 69 votes and #3 Debbie Moersch receiving 17 votes. The City Commission was also present at the annual meeting.

Mr. Harper stated comments and voting was also done through social media and 68% of the votes were also for the art work #2 by Virginia Hamill. He noted he only counted the votes from Ormond Beach residents. Mr. Harper stated he would like the support of the Board to give to the City Commission.

Dr. Shapiro stated there was a familiar pattern on art work #2 that would recognize Ormond Beach.

Mr. Masters moved, seconded by Ms. Berner that the Quality of Life Advisory Board supports art design #2 by Virginia Hamill for the Ormond Beach Art District, which was also supported by social media and those attending the annual meeting. The motion passed unanimously.

Mr. Masters asked about the comments and what were the Arts District's next steps.

Mr. Harper stated they wanted to start marketing the Arts District. They would like to market the Arts District to include The Casements and merge the east and the west sides of Granada Boulevard.

Mr. Railsback stated he agreed with the choice of banner, but noted it should have more of an Ormond Beach brand as a focal point. He wished the design included a structure of the City, such as The Casements or the Granada Bridge.

Mr. Harper stated he wanted to get the first design moving and then work on a second design. He noted he was going to the County regarding a funding grant for production.

Ms. Berner asked whether the Arts District had a logo.

Mr. Harper stated they were working on the logo but noted they were on Facebook.

Dr. Shapiro thanked Ms. Sacks, Mr. Harper and Mr. Hundredmark for their presentations.

b. I Am Ormond

Dr. Shapiro introduced Michele Gibson-Babbs, vice president of I Am Ormond. He noted there was a lot of history in Ormond Beach, but unknown by many. He mentioned the sign on the east and west sides of Lincoln Avenue that states Lincoln Avenue Historic District.

Michele Gibson-Babbs passed out information from Michael Gibson and his vision for the I Am Ormond community. She noted they have been organized for the past 5 years and described some of the events that they have done. Ms. Gibson-Babbs stated last year the committee put on a blood drive, with vendors such as the military, some local colleges, and nurses performing blood pressure checks. She wanted to let the community know about the history of the area starting with Liberia and Sudan.

Ms. Gibson-Babbs stated the signage would be a way to recognize the areas. She stated Granada Boulevard separated Liberia on the south side from Sudan on the north side. Ms. Gibson-Babbs stated African Americans help to build Ormond Beach and wanted the community informed on the history.

Dr. Shapiro stated the sign presented was very wordy and asked how it would be seen by people driving. He suggested having a sign with about 3-4 lines saying welcome to the area and then the rest of the information on the City's website. Information could also be placed at the former Maude Rigby School, now the PACE Center in the museum room.

Ms. Gibson-Babbs agreed with Dr. Shapiro suggestion.

Mr. Masters agreed that the welcome sign should have less information than what was presented and having the rest of the information at another location or on the City's website.

Dr. Shapiro explained having an overlay district had tax issues, the residents needed to agree to deed restrictions, and property improvements required public hearings. The overlay district was different from a historic district.

Mr. Railsback stated it was important to have the background information at the PACE Center and/or on the City's website.

Dr. Shapiro stated the Ormond Beach Historic Society will gladly include a link on their website regarding both areas.

Ms. Smith stated at Tomoka Elementary, they have guest speakers come in and she would like to have someone come to the school to give some history about the City.

Dr. Shapiro asked what was needed from the Board.

Ms. Gibson-Babbs stated she would like the signage erected by the City recognizing the Liberia and Sudan areas.

Ms. DiFiore moved, seconded by Ms. Smith that the Quality of Life Advisory Board recommends to the City Commission to have welcome signs identifying the Liberia and Sudan areas of Ormond Beach. The welcome sign would have approximately three or four lines. The motion passed unanimously.

Mr. Railsback moved, seconded by Ms. DiFiore that the Quality of Life Advisory Board recommends to the City Commission that more detailed information be placed the PACE Center and/or on the City's website to compliment the signage. The motion passed unanimously.

Dr. Shapiro stated the archives of the Daytona Beach News Journal and the Halifax Historical Museum have lots of historic information.

Ms. Gibson-Babbs thanked the Board for their time and support and stated she would continue to update the Board.

Dr. Shapiro thanked Ms. Gibson-Babbs and the committee for their presentation.

4) Member Comments

Charter Review

Dr. Shapiro stated the Charter Review Committee has had two meeting and there had been no revisions to the Charter. He stated when Ormond Crossings gets developed; there will be two new zones in Ormond Beach. The City is growing and will need to work on how the areas are zoned.

5) Audience Comments

None

6) Adjournment - Next Meeting - April 5, 2012

The meeting adjourned at 6:55 p.m.

Respectfully submitted,

Shá Moss, Recording Secretary

ATTEST:

Dr. Philip J. Shapiro, Chairman