



# City of Ormond Beach

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# Grand Opening Broadway Limited Imports

Broadway Limited Partners, an international model train design and manufacturing company, hosted its grand opening event at their new facility at 9 Tower Circle East in the Ormond Beach Business Park. Robert Grubba, President, moved Broadway Limited Company from Virginia in 2004 to temporary rental space in a building in the Ormond Beach Airport Business Park. The company moved



four employees to the Ormond Beach area and hired an additional eight employees as the business grew. Currently, Broadway Limited Partners has expanded the workforce to fifteen employees consisting of electrical, mechanical and audio engineers, project managers, graphic artists, technicians and clerical staff. The trains are designed and distributed at the Ormond Beach facility and manufactured in Korea and China. Broadway Limited Partners was the first manufacturer of HO (half) scale models to install

digital remote control and sound systems in the trains. The Company's first two products earned the Model Railroad Magazine "Product of the Year" awards.

The Economic Development Department staff worked with Robert Grubba on expansion of the company to property previously sold by the City to Elab, Inc., in 2007. Elab's expansion plans had been modified with a pending sale of the company, which resulted in Elab selling property, which was located across from their facility on Tower Circle East, to Mr. Grubba. In November of 2008, Broadway Limited Partners began construction on the 13,200 square foot, two story, multiuse building. The \$1.5 million facility is custom designed for Broadway Limited Partners' operation and includes some space that can accommodate future expansion needs.

# Shelly Arzola Human Resources Director



Shelly Arzola has been named Human Resources Director for the City of Ormond Beach. Ms. Arzola began her position on Tuesday, September 1, 2009.

She has over 15 years experience in human resource management in Central Florida.

Ms. Arzola has a bachelor's degree in management from DePaul University and has received many designations and certifica-

tions in the human resource field, such as a Senior Professional in Human Resources (SPHR); Certified Employee Benefit Specialist (CEBS); Certified Training & Meeting Facilitator; Certificate in Employee Relations Law; and Program on Negotiation through the Harvard School of Law. Ms. Arzola was formerly with Tara Technologies Corporation as Human Resources Manager and The Faneuil Group, Incorporated, as Director of Human Resources.

The City of Ormond Beach welcomes Ms. Arzola and looks forward to her leadership as Human Resources Director.



## Flu Shot Program

Kick-off of the Flu Shot Program began on Tuesday, September 1st. Within a 2 day period, the Fire Department administered 158 seasonal vaccines.



Performing Arts Center



September 5<sup>th</sup> *Enigma*  
 With David DaVinci  
 September 12<sup>th</sup>  
*Kids Got Talent*  
 September 17<sup>th</sup>  
*Casements Camera Club*  
 September 19<sup>th</sup>  
*Blues Brothers On Stage*  
 September 24<sup>th</sup>  
*Cherryholmes Live in Concert!*

Upcoming Workshops/  
Special Meetings

**Wastewater Treatment Plant Expansion—**  
 September 14<sup>th</sup> 5:30 p.m.  
 Training Room

**Meeting with the Manager**  
 September 28<sup>th</sup>—3:30 p.m.  
 Training Room

**Evaluation and Appraisal Report (EAR) Amendments—**October 6<sup>th</sup>  
 5:30 p.m. Training Room

**John Anderson Drive Special Meeting—**October 19<sup>th</sup>  
 7:00 p.m. Commission Chambers



# 9/11

## Moment of Silence

Mayor Fred Costello has declared a moment of silence on Friday, September 11, 2009, at 8:46:26 a.m. in memory of those who lost their lives on that frightful day in 2001 when 19 Al-Qaeda terrorists hijacked four commercial passenger jets. In memory of 9/11, American flags will be flying on the Granada Bridge.

The time commemorates the time that American Airlines Flight 11 struck the north tower of the World Trade Center in New York City. At 9:02:59 a.m. the south tower was struck by United Airlines Flight 175. A third plane, American Airlines Flight 77, crashed into the Pentagon at 9:37:46 a.m., and the fourth and final plane, United Airlines Flight 93, crashed into the ground near Shanksville, PA, at 10:03:11 a.m. It was believed that the final plane was rerouted by the hijackers

to Washington D.C. with its target being the United States Capitol. The passengers and flight crew attempted to retake control of the plane before it crashed.

The attacks claimed the lives of 2,974 people, and was the first large attack by non-Americans on United States land since 1941. Of the casualties, 2,919 were civilians which included nationals from over 90 countries. The military lost 55 personnel in the Pentagon attack. Twenty-four (24) additional people remain listed as missing.

We offer a moment of silence in grateful respect for those who innocently lost their lives that day and for those who bravely sacrificed their lives that day in efforts to save the lives of other.

***"We must never forget."***

### Weekly Police Stats

Calls for Service - 1,183 Arrests – 15  
 Citations Issued - 193  
 Reports Written - 104 Traffic Stops - 290



### Weekly Fire Operations Stats 106 INCIDENTS

64 - EMS    9- Motor Vehicle Accidents  
 3 - Fires    5- Fire Alarms  
 20 - Public Assists    5 - Hazardous



# Public Works in Action!

Do you ever wonder how the flags get onto the Granada Bridge? The Public Works Operations, Urban Forestry crew, begin their day at 4:00 a.m. to install the flags. The flags will be flown from today in observance of Labor Day and remain until Sept. 12 in observance of the 9/11 Memorial.



Tennis anyone? The Street Section, Asphalt/Concrete crew, makes the necessary repairs at the Tennis Center parking lot.



Stormwater Gang replaces a deteriorated storm drain line on Heritage Circle.



# BEFORE LIGHTNING STRIKES



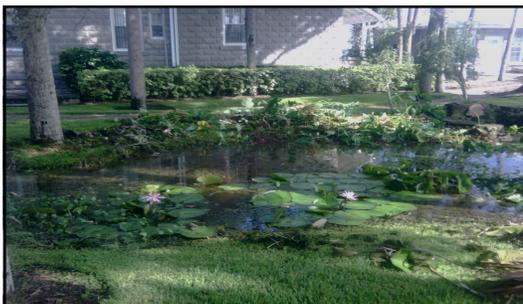
The new Strike Guard lightning detector system was recently installed at the Sports Complex by Systematic Technologies of

Sarasota. The main unit was placed at the soccer concession stand roof with a joint unit at the softball quad roof. The system detects electricity in the air during incoming storms. When the lightning/electricity gets a certain

distance away, a long continuous horn will blow, warning all that dangerous lightning is in the area. At this point, a white light flashes continuously while we are under the warning. Once the weather system moves out of reach, three short blasts from the horn will blow, clearing the way for all to resume activities. This is a great addition to the Complex to ensure safety for all during stormy weather.



## Ames Park Clean Up



One of the many responsibilities of the Building Maintenance Department is the routine removal of unwanted vegetation. This week, staff was working to clear undesirable plant life from Ames Park making it an even more beautiful place for guests to visit!



# Irrigation Crew Keeps City Hall Green

The Irrigation Crew was at City Hall this week fixing a broken wire on a damaged solenoid ensuring that all the landscaping will continue to thrive.



## Play Ball!

The Athletic Fields Maintenance crew has been extremely busy with the fall season beginning. They must line and prep the fields for each of the individual team sports.

Football is no exception. The powerhouses from Seabreeze, Calvary Christian and Pop Warner are all ready for winning seasons to be played on the fields at the Ormond Beach Sports Complex.



# Rugby Club Storms the Sports Complex



With blue skies and low humidity prevailing, the Daytona Beach Rugby Club recently hosted a very successful tournament at the Ormond Beach Sports Complex. This was the first time the sport of rugby was played at the Sports Complex.

Eleven clubs from around the State of Florida competed in 20

games. With no helmets, no pads and explosive energy, each team played 14-minute games which were non-stop, action packed and plenty of fun. The Daytona Beach Rugby team was on fire, and they were able to emerge as the winners of the tournament!



The Daytona Beach Rugby team currently has two play-

ers trying out for the USA National Collegiate 7's rugby team which is a stepping stone to the USA National Men's 7's team. Rugby will become an Olympic sport in 2016.

The coach of the team, Mr. Brian Richardson, was extremely pleased with the condition of the fields and sent a very complimentary letter to Mayor Costello and Leisure Services staff members thanking them for their efforts. The Daytona Beach Rugby Club is hoping to host more events at the Sports Complex in the future.



## Movies on The Halifax!

Grab your blanket or lawn chair and make way to Rockefeller Gardens for our first outdoor movie event this Friday night, September 4<sup>th</sup>! This inaugural event is sponsored in part by The First Friday on East Granada Merchants and LuLu's.

First Friday begins promptly at 5:00 p.m., and you can shop, dine and stroll your way up and down Granada. Make sure to pick up a passport at one of the participating merchants, and get it stamped for a free entry into the monthly drawing.

At the end of the evening, make your way down to Rockefeller Gardens for the first free outdoor movie night that will begin at 8:30 p.m.! You will be amazed at the size of the giant screen that meets the top of the

towers on stage. Pick a favorite spot and cozy your way up to a good time. This month's theme is "Back to School" and the movie feature will be "Kindergarten Cop."

The Casements' staff will greet you as you make your way into the park and light refreshments will be available for sale.

Members of The Casements Guild will be on hand to assist and to see their fundraising efforts hard at work. The Guild generously donated \$10,000.00 toward the equipment used to show these movies. Their hard work throughout the past 30 years has not gone unnoticed. We are excited about their recent donation and hope that families in the community will enjoy this free family event!

# Flag Football Begins!



The City of Ormond Beach Leisure Services Youth Flag Football League had skill evaluations on Saturday, August 29<sup>th</sup>, with three age groups. Over 200 participants came out on either Saturday morning or Monday evening, when the “make-ups” were held for those that could not attend on Saturday. This is the same amount of children we

had last season, which was the most since Pop Warner came to Ormond Beach ten years ago.

A coaches’ meeting was held Wednesday evening, September 2<sup>nd</sup>, and practices will begin on Tuesday, September 8<sup>th</sup>. Games are set to begin September 29<sup>th</sup>, weather permitting. The season will end in November before Thanksgiving.



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# Having Fun at SONC



Things are winding down over at the South Ormond Neighborhood Center. As we get back into the normal school year groove, the Center begins to shift gears to the

fall season. Users are still out enjoying the park and playground. The Center is back to the relaxed pace of leisure time. The gym is getting a lot of use, and many participants are finding time to unwind after a stressful day and enjoy a game of basketball.

We also anticipate a lot of families to be out picnicking at our park this Labor Day weekend and enjoying their time together!

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# Elvis Returns

On Saturday, August 29, 2009, the King returned to Ormond Beach to put on a show! The "E on the Strip Show" allowed the packed house to enjoy the King's music, the way it was always intended to be performed **LIVE**, by an outstanding tribute artist, and a full band, featuring professional musicians and backing vocalists.



"E on the Strip," featuring Steve Roberti and The Steamroller

Blues Band, is the exciting recreation of Elvis' sold-out 1970's shows at the International Hotel and Casino, when the King was at his peak performance. With all of Presley's most popular songs performed, "E on the Strip" gives the audience the opportunity to experience the energy

and thrills that live Elvis audiences raved about in the 70's. All the hits were performed, including "That's All Right," "You've Lost That Lovin' Feeling," "Love Me Tender," "Hound Dog," "Heartbreak Hotel," "Poke Salad Annie," "Suspicious Minds," "In The Ghetto," and many more.

If you've seen Elvis live, this show and the live music would have reenergized you. If you didn't have the chance to see Elvis live, this was your rare opportunity to experience the exhilaration, thrills and excitement that his live concerts delivered to hundreds of thousands of fans. The producers of the show are planning a return trip to Ormond Beach this spring.



# Kelly & Kelly In Concert



In celebration of their birthdays, Kelly and Kelly, a popular musical duo, invited all of Ormond Beach to take part. On Friday, August 28<sup>th</sup>, both Kelly & Kelly were spectacular performing adapted versions of everything from Broadway classics, high-energy Jazz hits

to classical pieces.

All proceeds raised were split between their respective churches, St. James Episcopal and First Presbyterian Church of Daytona to fund music programs. The ladies performed to a packed house offering non-stop, 90 minutes of entertainment featuring a phenomenal singer and an outstanding pianist.





# “That’s Amazing”

How did a magic kit stashed in a closet over 20 years ago become the nucleus for a place in the Guinness Book of World Records on August 29<sup>th</sup>, at Rockefeller Gardens in Ormond Beach?

According to illusionist David DaVinci, the quest began when he was five years old and the benefits were two fold from the beginning.

First, DaVinci explained, “My older brother liked sports...basketball and baseball and I was curious about magic. He didn’t mind my taking his unused present out of the closet and making it my own.” David DaVinci detailed the fact that as they grew, the two became supporters of one another’s interests without the more common sibling rivalry.

Then, at exactly 3:45 p.m. on Saturday, the determined illusionist earned his long sought place in the record books as he escaped a straitjacket for the 194<sup>th</sup> time. The previous record, held by James Peters of Essex, England, was 193 escapes in an eight hour period and had been accomplished indoors.

Performing Arts Center Supervisor Stefan Sibley was elated when DaVinci first broke the record with 194 escapes. Excitement would grow even more intense.

In describing his desire to set the new record, David DaVinci had chosen, as he put it “doing it outdoors in this beautiful park.” With the record broken an hour and 15 minutes ahead of the time it took Peters, DaVinci bathed in perspiration and near exhaustion twice and kept on keeping on.

During the last few minutes, Ormond Beach Mayor Fred Costello, who had carefully observed several escapes, stepped forward to buckle DaVinci into his straitjacket for the final go. DaVinci raised an eyebrow as the Mayor pulled each strap to a secure position.

Go he did, all the way to a grand total of 220 escapes as Stefan Sibley, Robert Carolin, Director of Leisure Services, and others applauded.

At 5 p.m., the stalwart illusionist had bested Peters’ record by 27 escapes. Tenacity and the joy of his name in the record books had energized DaVinci beyond the abrasions, raw spots, bruises and sore muscles that came with each effort.

A brief episode of tunnel vision at the end of eight hours of tortuous heat brought the attention of paramedics.



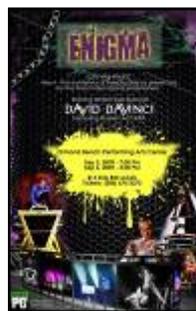
DaVinci examined his battle scars and as ice packs were applied to his neck and shoulder, he commented on the outcome, “It was harder than I thought.”

When DaVinci cast off the last straitjacket, his wife, Jamie Leigh, immediately wrote 220 on the scoreboard, gave her husband a sip of water and followed it with a well deserved victory kiss.

Already the smile of success had replaced the grimace that had been seen as DaVinci went through the last paces that made this an outstanding accomplishment.

When 220 was posted as the final number of escapes, Sibley, thinking of the City being the location, and of the young artist who chose Rockefeller Gardens as the site, offered one last comment. He said simply, “That’s amazing.”

DaVinci is currently wrapping up his 2009 North American Tour, and is making appearances locally at the Ormond Beach Performing Arts Center on Sep-



tember 5th at 7:00 p.m. and September 6th at 3:00 p.m. before he embarks on his world tour in 2010-2011. This year’s show is titled “Enigma” and is packed full of punches and amazing illusions. “The Mayor has even agreed to let me cut him in half this year! Let’s just hope there are no mishaps,” DaVinci comments with a smirk.

**David is donating proceeds from his Ormond Beach shows directly to the Ormond Beach Performing Arts Center.** “The City does so much to preserve the arts in its community, it’s the least I can do,” David said.

Tickets are available at the Ormond Beach Performing Arts Center Box Office for both shows at \$20.00 for adults and \$15.00 for children under 12 years. The Box Office is open from Tuesday through Friday 12:00 p.m. Noon - to 5:00 p.m. For tickets, please call 386-676-3375.



# Community Events

Community Events' staff continues to work on community partnerships for upcoming events. Community partnerships benefit everyone; not only does it help to keep business operating, it also helps the community to stay strong and united as one through these hard times. We appreciate the tremendous support we continue to receive from area businesses.



Staff continues to count and sort medals by color and size for the upcoming Senior

Games which will take place October 23rd through November 1st. We've been assisting with organization of the materials, retrieving these articles from storage and also checking to make sure they are in good working condition for the event. For those interested in participating, Senior Games applications are available at [www.ormondbeach.org](http://www.ormondbeach.org) if you click on Upcoming Events on the right.

The Community Events Bulletin Board has been updated with most current events and

items of interest. If you'd like to take a look, we're located in the Senior Center building at 351 Andrews Street.



Staff is continuing to assist with the upcoming Employee Health Fair on October 16, 2009, and working on generating fliers for this event.

Keep watch in the Hometown News for a "clip and save" of upcoming area events. Community Events has supplied the Hometown News with the most up-to-date event information.

Community Events is already preparing for the holidays. Staff has created a save-the-date for the Home for the Holidays Parade on December 12th. Applications will soon be available for the parade entry. For more information call 386-676-3241, e-mail [demchak@ormondbeach.org](mailto:demchak@ormondbeach.org), or view the information on our website at [www.ormondbeach.org](http://www.ormondbeach.org) and click on Upcoming Events on the right.