



City of Ormond Beach

City Commission
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SEPTEMBER 2, 2016

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Strategic Economic Development Plan Workshop



The Economic Development Department conducted a Strategic Economic Development Plan workshop on Saturday, August 27, 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 35 Ormond Beach residents. The purpose of the workshop was to engage business leaders and community residents in review of the original 2012 Strategic Economic Development Plan accomplishments for the past three 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 workshop participants who 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, attendees discussed their recommendations and many of the objectives of the existing 2012 Plan were retained along with the recommendation to add several new economic development objectives.

Staff is working with Mr. Gray to refine the recommended strategies in the implementation of the recommended goals and objectives. The final draft of the Strategic Economic Development Plan will be presented to the City Commission for approval.



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POLICE DEPARTMENT SEIZES PROMOTIONAL TRIFECTA

On Monday, August 29, 2016, Ormond Beach Police Chief Jesse Godfrey announced to a packed audience of family, friends and co-workers the promotion of three female officers to the ranks of Corporal, Sergeant and Captain.

Officer Amberly Michaelis was promoted to the rank of Police Corporal effective August 21, 2016. Corporal Michaelis began her career with the Ormond Beach Police Department in 2012. She received her law enforcement certification from Seminole State College, holds a Bachelor's degree in Sports and Recreation Management from the University of Minnesota and is pursuing her Master's Degree in Criminal Justice from American Military University. Corporal Michaelis is the department's fitness program coordinator, departmental instructor and an adjunct instructor at Daytona State College. Corporal Michaelis will be the BRAVO shift Corporal.



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Corporal Michelle Gaden was promoted to the rank of Police Sergeant effective August 7, 2016. Sergeant Gaden has over 14 years of experience serving the Ormond Beach community as a Community Service Officer, Patrol Officer, Patrol Corporal, Supervisor of Outreach, Accreditation Manager and Criminal Investigation Unit Corporal. Sergeant Gaden is a veteran of the United States Army and received her Bachelor's Degree in Criminology from Florida State University. Sergeant Gaden will be the Supervisor in charge of the DELTA shift.

Sergeant Lisa Rosenthal was promoted to the rank of Police Captain effective July 24, 2016. Captain Rosenthal began her career with the Ormond Beach Police Department in 1996. Over the past 20 years she has worked as a Community Service Officer, Patrol Officer, K-9 handler, Criminal Investigations Detective, Criminal Investigations Corporal Detective and Patrol Sergeant. Captain Rosenthal became the first female in the department to be promoted to the rank of Sergeant and Captain. Captain Rosenthal is a veteran of the United States Air Force and serves the department as a DUI instructor. She is currently pursuing her degree in Criminal Justice and will attend the Southern Police Institute 77th Command Officers Development Course beginning in October. She has served as the Administrative Operations Captain and beginning in September will be assigned as the Administrative Support Services Captain.





Gymnastics

Coach George and Coach Marissa attended the Daytona Beach LoveFest 2016 at the Derbyshire Sports Complex on Saturday, August 27,

to spread the word about the benefits the Ormond Beach Gymnastics Center has to offer area children.

The LoveFest is a free event to make those in the community aware of the resources available to them. Flyers were distributed and the coaches spoke to several parents and children giving them information about the Gymnastics Center.



Camera Club

As the dog days of summer come to a close, The Casements prepares for a fast paced fall season. To kick off September, the cultural center will feature the Casements Camera Club's 36th annual Color Show in the home's gallery. This evening, from 5:30 p.m. to 7:30 p.m., East Central Florida's oldest camera club will host their exhibit's opening reception. Featuring outstanding shots from seasoned pros and novices alike, guests of all ages are welcome to come view the remarkable artwork.



During the week, The Casements Camera Club prepared diligently for their biggest show of the year. From collecting and categorizing the artists' works to gingerly arranging a deliberate display, the shutterbugs carefully curated a breathtaking exhibit. On Thursday, members made the difficult decision to appoint prize winners amongst an array of first-rate photographs; the awards will be presented during Friday's opening reception.

The 36th Annual Color Show will remain hung in The Casements gallery until September 30. The building is open to the public from 8:00 a.m. to 5:00 p.m. Monday through Friday; on Saturdays, operating hours are from 8:00 a.m. to 12:00 p.m.

Walking with the Manager



On Friday, September 9th, at 8:00 a.m., "Walking with the Manager" will begin and end at the Environmental Discovery Center, 601 Division Avenue. The entire walk will be approximately 2 miles.

City Manager Joyce Shanahan's "guest walker" will be Stefan Sibley, Assistant Leisure Services Director. Citizens are invited to join in the walk, ask questions, share comments and offer suggestions.

Please put on your walking shoes and join us.

Labor Day Holiday

City Hall and all non-emergency facilities will be closed on Monday, September 5, 2016.

Regular hours resume Tuesday, September 6, 2016.

City staff wishes everyone a safe and enjoyable holiday.

PARKS



The Leisure Services Parks staff were over at Ormond Memorial Gardens cleaning the flowing water canal areas. At Andy Romano Beachfront Park, staff replaced restroom signs that had been removed, built a small platform for the splash pad filters to be washed on, and installed new braces on the grill at Pavilion #3.



As usual, citywide safety inspections were performed of all parks and equipment and weekly inspections were done of parks facilities for reservations. All park reservations were posted at various facilities.

Phone Scam Alert



~Beware of aggressive callers posing as senior service providers~

Tallahassee - The Department of Elder Affairs is warning Florida residents to watch

out for scam artists who are allegedly making calls pretending to be the Department or an organization they refer to as Senior Services. These callers are using a method known as "spoofing" to make it appear on Caller ID as if the call is coming from a number belonging to the Florida Department of Elder Affairs' fax line - (850) 414-2004.

The callers are asking for personal information, including credit card information for payment of services, including funeral insurance, and are attempting to defraud those they call. Several individuals from across the state, including many who are not elders, have contacted the Department of Elder Affairs about the harassing calls.

The Department of Elder Affairs does not solicit payment for services of clients over the phone, nor does it contact individuals in this manner. As technology progresses, scammers and con artists, are finding new ways to exploit elders, including scam phone calls appearing to be from trustworthy organizations, like Elder Affairs or law enforcement.

In the last fiscal year, the Florida Department of Children and Families received more than 50,000 reports of abuse, neglect, and exploitation of Florida elders. More than 8,100, or 16 percent, were reports of financial exploitation - the third largest category of reported abuse. Nationwide, almost 90 percent of all elder abuse occurs in a domestic setting, usually by a family member or someone the victim knows. These figures do not include exploitation by strangers, so the numbers could actually be much higher when factoring in fraud attempts like these phone calls from unknown parties.

The Department of Elder Affairs reminds you to never give out personal information to unknown individuals who call you, including credit card or bank account information, technology passwords, or your Social Security number. If you receive a call from (850) 414-2004, do not provide the caller with any personal information; simply hang up. If you received one of these calls and provided payment to the callers, please contact your local law enforcement to file a report.

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The Department of Elder Affairs, the State Unit on Aging, serves seniors as they live, contribute, and build legacies in Florida. For more information, please visit www.elderaffairs.org

FLOW Mobile

The Florida Department of Highway Safety and Motor Vehicles "Florida Licensing On Wheels" (FLOW) mini mobile unit will be at City Hall, 22 South Beach Street, on **Tuesday, September 6, from 10:00 a.m. until 2:00 p.m.** The mini mobile unit will be located in the Atrium which is inside the building and adjacent to the City Commission Chambers.



FLOW is a standalone mobile office with technology to provide most motorists' needs. It provides drivers license/ID card change of address, renewals, replacements, and renewals and replacements of vehicle registration and disabled parking permits, as well as other needs. The only thing FLOW does not provide is for the drivers' license road test.

FLOW brings services to the local communities offering a convenience to citizens while saving them time and gas.

Before visiting, please go to www.gathergoget.com to learn about licensing and ID requirements and make sure you have everything you need when you visit FLOW so you don't have to make a second trip. You can also contact the Florida Highway Safety and Motor Vehicles office at 850-617-2000.

Weekly Police Stats

Calls for Service - 1,416 Arrests – 24
 Citations Issued - 65
 Reports Written - 148 Traffic Stops - 138



Weekly Fire Operations Stats

143 INCIDENTS
 80 - EMS 7 - Motor Vehicle Accidents
 5 - Fires 1 - Fire Alarms
 44 - Public Assists 6 - Hazardous



Integrated Floodplain Management Plan Progress Report (2016)

The National Flood Insurance Program (NFIP) provides federally supported flood insurance in communities that regulate development in floodplains. The City of Ormond Beach has voluntarily participated in the NFIP Community Rating System (CRS) program since 1992 which qualifies property owners in floodplains for reduced rates on flood insurance.

On June 18, 2013, the City adopted the 2013 Volusia County Integrated Floodplain Management Plan. The plan is designed to encompass a snapshot of floodplain hazards throughout the county and also provide individual jurisdictional plans. The Volusia County Integrated Floodplain Management Plan follows the format and outline of the Community Rating System Guidance and is integrated with the Volusia Local Mitigation Strategy document (LMS). To continue participation in the National Flood Insurance Program (NFIP) and fulfill the Community Rating System (CRS) criteria, an annual progress report on the status of the project implementation is required. There are six countywide goals adopted in the Integrated Floodplain Management Plan and nine separate objectives established by the City to minimize the effects of flood events in the City of Ormond Beach, with the status of each goal and objective's implementation provided:

Goals/Objectives: Prevent new development in the floodplain from increasing runoff and resulting in increases in flood volumes in the floodplain; Protect human life and health; Minimize or eliminate property damage; and Minimize the need for future expenditure of public money for costly flood control response to and recovery from flood events. **Status:** Achieved through Ormond Beach Floodplain Development Ordinance, City Code of Ordinances, building permitting process, drainage system maintenance and storm-water management plans. **(On-going)**

Goals/Objectives: Develop and maintain a proactive public awareness and outreach that informs and notifies property owners that they are located in a flood zone and provides assistance and information regarding flood zones, protection of property, local drainage and sewer back-up problems; Ensure that potential buyers are notified that property is in an area of special flood hazard; and Require the use of appropriate construction practices in order to prevent or minimize future flood damage. **Status:** Accomplished through the City's mapping information provided on the website <http://www.ormondbeach.org/index.aspx?nid=243>, flood protection reference materials available in the Planning Department or City Island Library and distribution of flood information **(On-going)**. Also, the City developed a Program for Public Information (PPI) with nine other Volusia County CRS communities in accordance with guidance provided in the Community Rating System Coordinators Manual, 2013 edition. The PPI plan is a countywide public outreach program to promote awareness of flood issues. The first PPI Committee meeting was June 10, 2015. The City adopted the PPI plan by Resolution 2016-014 on January 19, 2016. The PPI Plan, resolutions and outreach projects have been sent to the technical specialist for review and scoring. Expected completion for review is December 31, 2016. **(On-going)**

Goals/Objectives: Continue with the Hazard Mitigation Grant Program to identify and obtain funding for both pre-and-post disaster residential mitigation projects regarding flooding; Reduce the number of repetitive loss properties within Volusia County; and Review the locations and effects on areas that experience flooding and determine what steps, if any, the County and municipalities can take to alleviate future impacts.

Status: Achieved through the following initiatives:

VOL-0151 - Purchase hurricane shutters and generator power for the Performing Arts Center. **Completed 2005**

VOL-0194 – Purchase 30 emergency radios for use during emergencies. **Completed 2005**

VOL-0299 – Weather Station and generator for Fire Department Station 92. **Completed 2006**

VOL-0325R – Hand Ave./Laurel Creek & Central Park Pond Interconnects - interconnection of the lakes of Central Park to provide large scale drainage relief to the basin area that is subject to flooding during large storm events. **Design was completed 2012. The project began construction in June 2012 and was completed in January 2014.**

Cont'd next page

Integrated Floodplain Management Plan Progress Report (2016) (cont'd.)

VOL-0326- Peninsula Pump Station Improvements. Completed 2006

VOL-0328 – Hand Avenue roadway & drainage improvements - Elevate Hand Avenue and reconstruct roadway and install new drainage system from Laurel Creek to east of Thompson Creek to reduce the flooding frequency of Hand Avenue. Design was completed 2012. The project began construction in June 2012 and was completed in January 2014.

VOL-0330- City Hall Shutters. Completed 2007

VOL-0352 – Fire Station #93 received a State EMPATF grant for hurricane shutters, however, funds were not able to be applied since station is in a floodplain. Transferred project and funding to Fire Station #94. Completed 2005

VOL-0353 – Hand Avenue/Lake Park Circle Flood Control Improvements – Purchase additional property to construct a control structure and pipe which will interconnect existing stormwater ponds that will discharge into Laurel Creek. The discharge to Laurel Creek will occur through a control-structure connection, which has been authorized and funded under LMS Initiative VOL-0325R, Hand Ave/Laurel Creek Pump Station Generator and Central Park Pond Interconnects. Design was completed 2012. The project began construction in June 2012 and was completed in January 2014.

VOL-0375 – Install Public Notification Sign to be placed in front of the Performing Arts Center - Completed 2010

VOL-0387 - Thompson Creek Stormwater Improvement - Construct a seawall from existing seawall north of Cumberland Avenue and continue south to Putnam Avenue. TBD

VOL-0400 – Elevate the residence on Cumberland Avenue area - Completed 2011

VOL-0435 – Acquire at risk structures in the Central Park area along Laurel Creek, Thompson Creek and FP&L Ditch, including 2 repetitive loss structures. TBD

VOL-0442 – Central Park draining improvements. Will provide flood mitigation benefits by acquisition of land and construction of control structure for discharge to Pond 4, as well as excavating a channel to connect Ponds 3 & 4 – Design was completed 2012. The project began construction in June 2012 and was completed in January 2014.

VOL-0452 Central Park Flood Mitigation Project – Phase II (Fleming Avenue Pump Station) TBD

Goals/Objectives: Develop Floodplain Management Plans for participating CRS municipalities in Volusia County (and others as desired). **Status:** The City adopted the 2015 updated Volusia County Multi-Jurisdictional LMS which included the Integrated Floodplain Management Plan by Resolution on July 28, 2015. **Completed.**

Goals/Objectives: Minimize unnecessary disruption of commerce, access and public service during times of flooding. **Status:** The City adopted the 2015 Volusia County Multi-Jurisdictional LMS which now includes the Volusia County Flood Warning Program. This program is designed to assist residential and business owners to know when a potential flood threat is imminent and be able to take the necessary precautions to protect their property. Also, City staff participates in countywide multi-agency emergency preparedness and post disaster recovery training to minimize unnecessary disruption. **(On-going)**

Goals/Objectives: Minimize damage to public and private facilities and utilities located in areas of special flood hazard. **Status:** The Public Works Department continues to perform proactive and reactive drainage maintenance cleaning, street sweepings and drainage system rehabilitation such as storm pipe linings within the City throughout the year. Additional drainage maintenance activities have and will be performed prior to any natural disaster (hurricane/tropical storm). Public Works keeps a detailed log identifying areas within the City that are inspected and cleaned. This ensures that every City owned or maintained drain, ditch, and canal functions as efficient as possible. **(On-going)**

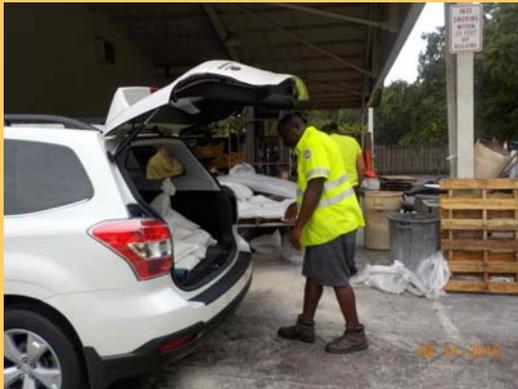
Goals/Objectives: Help maintain a stable tax base by providing for the sound use and development of flood hazard areas; and manage the alteration of flood hazard areas, watercourses, and shorelines to minimize the impact of development on the natural and beneficial functions of the floodplain. **Status:** Achieved through Ormond Beach Floodplain Development Ordinance, City Code of Ordinances, building permitting process, drainage system maintenance and stormwater management plans. **(On-going)**

Public Works in ACTION



Hurricane Hermine Preparations

Sand bags



Pump set up on Wilmette Ave.



Public Works in ACTION



Thermo plastic stop bars installed on Division Ave. at Orchard St.



Public Works in ACTION



Sign Shop citywide sign installation



Coquina rocks relocated to Sports Complex gate





**Ormond Beach
Environmental
Discovery Center
at Central Park**

2016 PROGRAM SCHEDULE

September

9/10, 10am - 11:30am

Wild About Water

9/15, 12pm - 1pm

Lunch & Learn with Shari Clark - "Beneficial Bats"

October

10/8, 10am - 11:30am

Animal Tracks

November

11/12, 10am - 11:30am

Guided Bird Walk

December

12/10, 10am - 11:30am

Holiday Eco-Crafts

**Events subject to change.
For details call 386-676-3251
or visit www.ormondbeach.org/edc**