

**MINUTES
CITY OF ORMOND BEACH
CITY COMMISSION
BRAINSTORMING SESSION WORKSHOP**

April 5, 2016

5:30 p.m.

City Commission Conference Room

I. Call to Order

Mayor Ed Kelley called the meeting to order at 5:31 p.m.

Present were Mayor Ed Kelley, Commissioners James Stowers, Troy Kent, Rick Boehm and Bill Partington, City Manager Joyce Shanahan, and City Attorney Randy Hayes.

II. City Manager Update on Strategic Plan

Ms. Joyce Shanahan, City Manager, noted that she had provided the Commission with an update on the Strategic Plan in the agenda packet. She explained that no action needed to be taken regarding the update, but she just wanted to provide the Commission with that information.

Ms. Shanahan explained that this workshop served as an opportunity for the Commission to be able to discuss any topics they wanted to bring up in a roundtable fashion. She noted that some issues that the Commission may wish to discuss were signs, medians on State Road 40 (SR 40), urban chickens, cell towers, and parking at Andy Romano Beachfront Park; noting that some of those issues might require their own individual workshops.

III. City Commission Brainstorming Session

Cell tower/Cellular Connectivity

Mayor Kelley stated that he noticed that the City of Palm Coast signed a cell tower lease with one lease participant which would generate \$24,000 a year. He explained that if others signed on they could generate almost \$100,000 a year. He noted that that was not a small amount. He stated that he found that interesting, noting that he still had to fight for cellular service at his home. He noted that his wife did not have the newer iPhone which could make calls off of wifi. He stated that it was unfortunate that calls were lost in that area of SR 40. He stated that he believed there were some dead zones off of Hand Avenue as well; noting that the original proposed location of the cell tower would not have helped with those.

Ms. Shanahan stated that she did not believe the dead area was on Hand Avenue and believed that it was out further west. She stated that staff had recently had a meeting with a gentleman who had a current lease at the airport property to install a cell tower. She stated that the gentleman had the lease for awhile and that staff spoke to him about cell tower issues and how providers located to the towers. She noted that she could brief the Commission on that discussion when they spoke about the cell towers.

Commissioner Boehm noted that he also had trouble with his cellular signal and lived near Mayor Kelley. He stated that he had called AT&T and they replaced his router with a stronger one that would pick up a stronger signal. He noted that they had new technology which they did not tell you about unless you asked.

Mayor Kelley noted that he did not have an AT&T router and had his own router.

Commissioner Boehm stated that he had AT&T U-Verse service; whereby, Mayor Kelley noted that he did not. Mayor Kelley stated that he had to tell the individuals renting the home he owned near his that their house had no cellular service.

Commissioner Boehm stated that while newer technology for a stronger signal was not necessarily a solution to the problem as a whole, it might help Mayor Kelley individually with his service issues.

Mayor Kelley noted that his cellular service now worked inside of his home with the iPhone 6S's wifi connectivity.

Commissioner Kent asked what the options were and what could be done. He asked if a cell tower should be put on city land with leases offered to cellular communication service companies. He suggested a location at the Nova Community Center ball fields.

Ms. Shanahan noted that the membrane could not be punctured at that location; whereby, Mayor Kelley stated that perhaps it did not need to be punctured. She stated that she did not know how a tower could be located there without puncturing the membrane. She explained that engineering had looked at that before. She suggested a workshop on cell towers and noted that they could address that issue then.

Mayor Kelley stated that he did not necessarily want to waste a workshop just on that topic. He suggested that someone could research why they could not locate it there, noting that that whole location was not landfill.

Ms. Shanahan explained that it had been looked into and there was not sufficient space to put a tower there with the guide wires needed to secure it. She reiterated that engineering had stated that it could not be located there. She noted that Mayor Kelley had shown her an outline on a map of where he thought it could be located but explained that engineering had concluded that it could not be located there.

Mayor Kelley recalled that they went through this issue regarding lights on the golf course because the lights would puncture the membrane. He noted that he was not sure that a cell tower would go deeper than where the membrane was located.

Ms. Shanahan stated that she believed they should hold a workshop on this issue, combined with other topics, and that at that workshop staff would present the information that it had.

Chickens

Mayor Kelley stated that an individual who lived on three or five acres on John Anderson Drive approached him about having chickens. He explained that he tried to

read the city's codes about chickens and found that chickens were not specifically outlawed by name.

Ms. Shanahan stated that the code could be amended to include chickens, if that was the Commission's desire. She noted that many sister communities were doing so. She explained that Maitland recently underwent a City Commission workshop on the issue. She stated that staff needed to know the Commission's level of interest, whether they wanted the chickens to be free-range or require a coop, and what the setbacks would be. She noted that she believed that Maitland was requiring a coop and certain setbacks from rear and side yard properties. She stated that apparently there was a pecking order with chickens and they needed to be kept in odd numbers. She noted that she believed Maitland was looking at allowing between three to five chickens.

Mayor Kelley stated that many individuals now wanted to be self sufficient or off the grid.

Commissioner Stowers noted that a few years prior he had returned from a workshop in Portland and had suggested a bicycle path idea; noting that in Portland there were corridors where cars were permitted but that were basically set up for primarily bicyclists. He stated that his idea was quickly dismissed because Ormond Beach was not Portland. He explained that he was not opposed to the chicken idea but he would be in favor of some kind of setback requirements so that they would not be in quarter acre lots, since Ormond Beach was a bedroom community. He suggested the regulation could be that the property would be an acre or more and the coop would not be located closer than 50 feet from any property boundary. He stated that some communities had looked into this and the chickens were ending up in residential neighborhoods.

Ms. Shanahan stated that she believed Maitland was looking at permitting it on five acre lots.

Commissioner Stowers stated that he believed that Deltona looked at the issue also.

Mayor Kelley stated that it was presently allowed in the city if the property was more than five acres and zoned agricultural.

Mr. Randy Hayes, City Attorney, explained that that was true west of Interstate 95. He stated that there were a number of communities that had adopted ordinances and as such the issue had been vetted pretty well so far. He noted that most had setback requirements and coop requirements. He stated that a lot of these places had started the program as a two-year pilot program and then reassessed it. He noted that he believed that Maitland, Tampa, or Orlando's program had a maximum number of permits that it would issue on a first come first serve basis for its pilot program.

Mayor Kelley stated that he believed that some kind of parameter would have to be created. He noted that while roosters obviously made loud noises, chickens also made clucking sounds, and that he would not want to have chickens clucking 25 feet from his home. He stated that there would also be an odor. He noted that code enforcement had found a couple chickens around the city as it was.

Ms. Shanahan suggested that staff bringing a presentation back to the Commission on the issue; whereby, Commissioner Kent noted that he would like to learn more about it.

Mr. Hayes noted that there was some good information available and that he was surprised how positive the information about it had been; in terms of cleanliness and how well kept the coops were. He noted that in one of the programs those wishing to participate had to attend a training program and get certified.

Mayor Kelley noted that the individual on John Anderson Drive had even offered half an acre of her property for the city to use for a community garden. He stated that she wanted to have chickens who laid colored eggs.

Parking at Andy Romano Beachfront Park

Mayor Kelley stated that he hated to spend too much time on hypothetical situations. He noted that Volusia County might move to paid beachside parking. He explained that if they did, he thought that it would be fair for those with an annual beach pass from the county to be able to park at Andy Romano Beachfront Park without charge.

Ms. Shanahan stated that she believed that was what New Smyrna Beach was doing, but noted that she was unsure. She asked if an annual pass was free; whereby, Commissioner Kent and Mayor Kelley stated that it was not.

Mayor Kelley stated that there could not be two criteria, such as the use of an annual pass and something else.

Ms. Shanahan explained that county residents would have to pay the same fee as city residents because the city had received an ECHO grant. She noted that outside residents could be charged a disparate fee.

Commissioner Kent stated that Ormond Beach residents continued to pay for the park twice. He noted that they paid through their county taxes and through the bond referendum. He explained that he recalled the Commission previously discussing allowing county residents to be able to receive a sticker to park at the park for free. He noted that he was comfortable with that. He stated that he recalled discussion about Ormond Beach residents paying twice and still having a difficult time finding parking spots at the park during peak days and times. He noted that he recalled the discussion involving charging somewhere along the lines of \$10 per day for non-county residents.

Commissioner Stowers noted that he recalled the conversation and believed that what they were hung up on somewhat was the fee administration and associated costs.

Commissioner Stowers noted that he agreed with Commissioner Kent. He stated that some of the county figures had shown that the increase in fees for non-county residents had had a negligible effect. He stated that he was comfortable with doing something similar with Volusia County and Ormond Beach residents parking for free.

Commissioner Boehm stated that he did not know if it was possible to move the toll booth from the ramp further up into the front of Andy Romano Beachfront Park, in order to let the toll booth operator stop incoming cars and categorize them.

Ms. Shanahan noted that she did not believe that that was a practical way of doing it. She stated that kiosks were being used in other locations. She explained that she believed the toll booth would slow traffic in and out of the park too much. She noted that one of the problems she believed they presently had in that area was the congestion.

Mayor Kelley stated that with the kiosk system an individual would not receive a ticket if they had their issued sticker displayed.

Commissioner Boehm asked how the citation fee would be collected.

Ms. Shanahan stated that staff had individuals walking around the park presently collecting trash as well as volunteers through the Citizens' Police Academy. She noted that they reviewed handicapped parking spaces.

Commissioner Boehm asked that it be assumed that an individual from Clearwater came to the park, did not pay to park, received a ticket, and returned to Clearwater. He asked how that individual's citation fee would be collected.

Mayor Kelley suggested putting wheel locks on the car.

Commissioner Boehm noted that he was pointing out the difficulty of enforcement. He stated that he received a citation for a toll violation for \$3.50 for his son driving in Fort Lauderdale. He asked what would be done if the \$3.50 was not paid. He noted that at least the state had some enforcement ability but explained that the city had none.

Ms. Shanahan stated that the tag number would be written down and a bill could be sent.

Commissioner Boehm asked what happened when it was not paid. He noted that the city would be spending their time and money to research the violator and chase the money. He stated that if it was not paid there was not the ability to enforce payment.

Commissioner Partington asked if staff did an analysis of how much revenue this would generate compared to how much it would cost to implement; whereby, Ms. Shanahan stated that they did and they wanted to bring that information to the Commission.

Commissioner Partington stated that legally it might be a rational basis test to determine whether you could charge someone from New York differently than someone from Volusia County.

Mayor Kelley noted that he believed it could be done; whereby, Mr. Hayes agreed.

Mayor Kelley stated that they would need to see what the county did.

Commissioner Partington explained that he liked it the way that it was and thought that it had worked well for the last few years. He noted that whether they charged or not it would be crowded after 10:45 a.m. on a hot summer day. He stated that if the county decided to charge at other places it would potentially force their hand.

Mayor Kelley stated that if the county was going to do it then the city needed to look to see what their options were.

Commissioner Kent noted that he wanted citizens of Ormond Beach to have a spot before anyone else. He stated that they had paid for it twice.

Mayor Kelley stated that when the Milsap Road beach approach opened cars paid to enter there and park on the beach to use the park. He theorized that people would certainly pay to park in the park if parking was available.

Commissioner Partington noted that he still did not see any way to make sure that Ormond Beach residents had first priority; whereby, Commissioner Kent agreed that there was no way to do so.

Commissioner Partington stated that that was a huge problem for him as Ormond Beach residents paid twice but yet those who paid once or not at all had the same access.

Ms. Shanahan explained that the county gave the city \$3.5 million towards the park.

Commissioner Kent explained that if you went to Sebastian Inlet to go surfing for the day you paid a daily fee to get in, as it was a state park. He noted that it was a nice state park but did not have the amenities of Andy Romano Beachfront Park. He explained that if he was from out of town, he would happily pay \$10 to visit Andy Romano Beachfront Park, which had nicer restrooms that most homes he had been in, a nice concession stand, beautiful views, bar-b-que pits, splash pads, and playgrounds.

Off-Premise Signs

Commissioner Kent noted that he spoke about this issue not too long ago. He stated that he met with Mr. Ron DeFillippo, the owner of LuLu's Oceanside Grill ("LuLu's"), who was in attendance that evening. He stated that he walked the area of LuLu's with Mr. DeFilippo. He noted that Mr. DeFilippo had made great improvements to that area with LuLu's and he applauded those efforts. He explained that Mr. DeFilippo expressed that many patrons had difficulty finding the location of LuLu's. He noted that he did not believe that it was too much to ask that the city assist Mr. DeFilippo with that. He stated that the restaurant Toscana was another example of this, and noted that that he had not spoken to the owner of Toscana. He explained that Toscana used to have a pole sign facing the proper way on Granada Boulevard but now had one that was unable to be located while driving. He stated that he believed changes could be made that would benefit specific areas of the city. He noted that there were already directional way-finding signage in the area that said "restaurants" with a pointing arrow. He explained that he did not see what the big deal was with instead putting "LuLu's" on it, or the names of any of the other churches or businesses in the area.

Commissioner Kent stated that he took a Commission trip to Savannah with Commissioner Partington years earlier which taught them that it was great to lure new businesses but was better and more effective to keep the ones that they had. He noted that Mr. DeFilippo had put a great investment into LuLu's. He stated that Mr. DeFilippo had a strong argument with him and he wanted to bring it up to see how the rest of the Commission felt about it.

Mayor Kelley stated that he was very supportive of working with individuals when they could. He noted that Toscana was a good example as many did not seem know where it was until you identified it as existing in the old location of La Crepe en Haut. He stated that another example was some apartment complexes that were located off of Nova Road to the east of a divided road with a median. He noted that one might not know that they were located back there. He explained that to him he did not see what was wrong with sticking a small way-finding sign in the median to direct to those apartments.

Commissioner Kent stated that Mr. DeFilippo had patrons call his restaurant from the CVS parking lot in front of it saying that they were lost.

Mayor Kelley noted that he was supportive of looking at what could be done to support the businesses that the city had. He explained that every business could not be facing Main Street. He asked Ms. Shanahan what could be done.

Ms. Shanahan stated that she needed to make sure there was a consensus.

Commissioner Stowers noted that he had been to LuLu's a number of times and also visited Mr. DeFilippo's Gainesville, Florida, restaurant called The Swamp many times. He stated that when he was on the Ormond Beach Main Street Design Committee he helped push the Vining Court project, which the Commission supported. He noted that the area where LuLu's and Salty Church were located was a gem. He explained that the city spent over \$275,000 on medjool palms, uplighting, parallel parking, and signage for that area. He noted that what had not happened in the last eight years since was off-site signage. He explained that the unfortunate thing was that no one had ever told him how that could be accomplished. He noted that some of the history of that road, and how it was laid out in Google mapping, contributed to some of the location confusion.

Commissioner Stowers stated that the property was acquired in its current location. He noted that Green Nurseries, off of Tomoka Avenue, was very similarly situated as a business since it was located just behind Granada Boulevard. He explained that he could see them making the same argument and wanting signage out in the Granada Boulevard shopping center. He noted that the issue was a tough one for him. He explained that he was supportive of the idea but had never heard of how it could be done. He noted that the best idea he had heard involved the section in front of Adams Cameron. He stated that that was probably the best idea short of taking out the strip of three storefronts in front of that area and reconfiguring it so that that area had the right frontage and sight lines.

Commissioner Kent stated that that area was the TIF (tax increment funding) Main Street District and as such all parking requirements were waived for businesses there. He noted that a business could open without one parking spot. He stated that he recalled being in Mr. Hayes' office 13 years prior as a newly elected official and

asking Mr. Hayes if the Commission could do this or that. He stated that Mr. Hayes told him that if he got two more people to vote with him than he could do whatever he wanted in the city.

Mr. Hayes noted that he had added "within limits"; whereby, Commissioner Kent agreed.

Commissioner Kent referenced the nursery that Commissioner Stowers mentioned. He stated that he believed they could make special rules for those businesses located with the city's TIF District.

Commissioner Stowers stated that he had observed signage similar to what they were discussing in Ponce Inlet. He referenced the restaurants Inlet Harbor and Down the Hatch as examples. He asked Mr. Hayes if he could reach out to Ponce Inlet regarding the signage. He noted that that signage was clearly not on-site.

Mayor Kelley stated that he briefly chatted with Mr. Hayes earlier that day about offering a variance to utilize the right-of-way and place things there.

Mr. Hayes asked if this was a good entry point in the discussion for a review of the Reed vs. Town of Gilbert case. He noted that it was a civil court case from the previous summer. He explained that there was some discretion as far as the types of signage, on-premise or off-premise, but it could not be discriminatory. He further explained that if they wanted to allow off-premise signs, it could not just be for the business community and would have to be for many different types of uses. He noted it would be a one-rule-applies-to-all scenario. He stated that there should be a comprehensive review of the city's existing sign codes. He noted that he had taken a quick look at them against the backdrop of the Reed case and did believe that changes needed to be made. He stated that any new changes made to the code needed to be made within the parameters that the Supreme Court had given in the Reed vs. Town of Gilbert case. He explained that it was a big project and larger than solving one issue with an ordinance in the next month or two. He stated that he and Ms. Shanahan hoped to get some direction in terms of what exactly the Commission wanted to do and then better determine a methodology for making that happen against the new legal criteria. He noted that every municipality across the nation had the same problem.

Mayor Kelley stated that this was the time to look at it and make sure that what the city did was not discriminatory.

Mr. Hayes explained that it was good for him and Ms. Shanahan to know what the general consensus of the Commission was.

Mayor Kelley noted that the sign codes needed to be reviewed anyway based upon that court ruling; whereby, Mr. Hayes agreed.

Commissioner Partington stated that he was happy to take a look at it. He noted that LuLu's was very close to A1A, whereas many other businesses were not. He stated that if the can of open worms was opened, with regards to allowing off-premise signage, then everyone throughout the city with a business not on the main road would want off-site signage. He noted that Ponce Inlet had maybe 10 or 15 businesses whereas Ormond Beach had 200 or 300. He asked how they could deny

it for one and grant it for another. He noted that LuLu's was a great restaurant and was always busy when he was there. He stated that making one exception could open a can of worms up city-wide.

Mayor Kelley stated that he did not believe there were that many businesses that would need off-site signage.

Ms. Shanahan explained that a French bakery in a shopping center on Granada Boulevard had approached the city because of the limited signage in their shopping center and wanted to put "fresh bread" signage out on the road. She noted that Hershey's Ice Cream, also in a shopping center on Granada Boulevard, had made similar requests.

Mayor Kelley noted that both of those businesses were located on Granada Boulevard frontage; whereby, Ms. Shanahan explained that they both had requested additional off-site signage.

Commissioner Partington stated that Toscana had two huge flags and a sign that could be seen driving on Granada Boulevard; whereby, Commissioner Kent asked how the sign could be seen. Commissioner Partington replied that he saw it two days ago when he drove by.

Commissioner Kent confirmed with Commissioner Partington that he meant a sandwich board. Commissioner Kent noted that it was an illegal sandwich board. Commissioner Partington stated that he did not believe code enforcement had bothered them about it.

Commissioner Stowers stated that he did not disagree in terms of opening it up to the whole city. He noted that he believed that Commissioner Kent was on the right tract about the TIF District or Community Redevelopment Agency (CRA) District. He explained that he looked at that area as a specific district in which the city recognized that it was driving their residents toward that area. He noted that he agreed with not opening it up to the whole city.

Commissioner Boehm stated that he agreed with Commissioner Partington. He explained that his concern with the case that Mr. Hayes mentioned, which he briefly perused, was that if the door was opened a little bit it would need to be opened the whole way. He explained that this would lead to anyone in the city, for personal or business reasons, asking for an off-site sign.

Mayor Kelley stated that the door was presently open with the city's current regulations.

Commissioner Boehm stated that allowing this would run the risk of hundreds of individuals asking for their own signage. He stated that if it could be crafted for a particular area it would make some sense but he noted that he did not believe that the referenced case would allow that to be done; whereby, Mayor Kelley concurred.

Commissioner Boehm stated that this would be adding something to the whole city because of one business' concern. He noted that Mr. Hayes would have a headache trying to get that together; whereby, Mayor Kelley noted that other cities were facing the same issue.

Commissioner Kent stated that Ormond Beach had been a leader on many issues. He noted that Mr. Hayes had mentioned seeking specific direction. He stated that Toscana's sign ran east and west and the only way you could get a good view of it was if you were on the porch at Outback Steakhouse across the street. He stated that he would personally like to be able to turn that sign north and south. He stated that Mr. DeFilippo told him he needed this to help his business and had been talking to City Hall for over four years about it. He noted that there was a way-finding sign there now that said "restaurant" and he was just asking for it to specify which restaurant.

Mayor Kelley stated that he did not disagree and that he felt that the city needed to support its businesses. He noted that whatever they did could not be crafted to one person or two people.

Mr. Hayes explained that a rule would have to apply to everyone equally, or alternatively no rule would also apply to everyone equally. He stated that he believed that he had a pretty good idea of what they were trying to accomplish and would see how they could make that happen.

Commissioner Kent noted that under the Winn-Dixie sign on Granada Boulevard it said "French Bakery." He stated that Hershey's Ice Cream had the same type of signage. He stated that for LuLu's, the sign read "Restaurant."

Ms. Shanahan stated that she believed both businesses would come back and ask for consideration; whereby, Commissioner Kent stated that his answer to both would be that they have signage on Granada Boulevard already.

Temporary Weekend Signage

Mayor Kelley stated that there was an individual who had essentially appointed himself code enforcement. He explained that this person went around on weekends when there were open house signs up and slashed and tore down the signs. He noted that this person was cutting the signs with a knife. He stated that if he was out looking for a home, he would like to see an open house sign. He explained that this person also slashed several of the Showcase of Homes signs and had been sending emails for over a year regarding weekend signs. He noted that this individual was seen doing this on Granada Boulevard. He asked what it hurt to have people have weekend signs up for open houses or new homes.

Commissioner Boehm stated that open house signs were always in the neighborhood in which he and Mayor Kelley lived.

Mayor Kelley explained that this individual was going down Airport Road, Granada Boulevard, and Tymber Creek Road slashing and removing signs while writing in to complain about them. He suggested that the city look at a way to have an annual permit for sign placement over weekends. He noted that it might be a catch-all situation again.

Mr. Hayes stated that it would be a one-rule-fits-all situation and could not be limited to businesses. He explained that this was how the Reed case got started, noting that a church had placed placards in the right-of-ways and was treated differently than

the businesses were. He noted that presently the city's code did not allow for those signs. He stated that code enforcement could not be everywhere at all times. He noted that the signs were also not the property of the individual who was slashing them, which was a different issue.

Ms. Shanahan stated that thus far no one had made a criminal complaint about the signs being destroyed. She noted that the signs were not owned by the city. She explained that the sign owners needed to file a complaint if they wanted it investigated.

Mayor Kelley stated that he thought that it was bad that an individual was trying to take the enforcement upon himself on the weekends.

Commissioner Stowers stated that another process, such as permits, should not be added if the city was not enforcing that which was already not permitted. He added that he had no reason to believe it would be enforced anyway. He noted that during political season some candidates threw 100 signs up in the medians and those would be taken down. He stated that he felt that permitting it would open it up to becoming more pervasive. He noted that he would advocate dealing with it as they presently did, noting that code enforcement was complaint driven. He stated that as it became more of an issue they could deal with it more, as was done during campaign season. He noted that this gentleman's behavior was inappropriate as the signs were not his property.

Commissioner Boehm agreed with Commissioner Stowers. He noted that again the focus was on an individual complaint and reacting to an individual, whereas the majority of the city's population was fine with the issue or not speaking about it. He noted that they were speaking about drafting ordinances or permitting systems to deal with one person and he did not think that they should micromanage government to that extent.

Mayor Kelley asked if they should enforce the sign regulation every time an open house sign was put out.

Ms. Shanahan stated that presently the city did not do so because its code enforcement staff did not work on weekends. She explained that they did get complaints about signs from time to time but those were very few. She stated that in the last year one person had complained about the signs west of SR 40 and had also had issues with their Homeowners' Association (HOA) because the HOA was allowing the signs on their property. She noted that the HOA alleged that the individual was destroying the signs but no evidence was presented.

Off-Premise Signs

Commissioner Kent stated that a retired doctor called him about once a quarter to remind him of what government's real job was. He explained that the doctor stated that he wanted good roads to drive on, clean water, the police to come when he called, and the fire truck to show up if his home was on fire. He noted that that phone call grounded him regarding government's role. He noted that Mr. DeFilippo loved Ormond Beach and he meant no disrespect to him, but this was not personally about him. He explained that he would bring the concerns of any business owner in his zone to the Commission. He reiterated that changing the existing way-finding sign

from "Restaurant" to "LuLu's" could fix the issue. He noted that it seemed like an easy fix but understood that it might not be. He asked Mr. Hayes if there was a way it could be looked at just in the TIF District, which he noted was a special district with special rules throughout it. He noted that he would be more comfortable if it was not city-wide. He requested that it be looked at rather quickly.

Mr. Hayes stated that it would be looked into.

Commissioner Kent noted that he did not want to put Mr. Hayes on a timetable but asked if it could be looked into sooner rather than later.

Mr. Hayes stated that they would but explained that it would not be an easy or quick fix. He noted that he planned on attending a seminar in about two weeks and that Planning Director Ric Goss would also be attending. He stated that it was a highly technical and legally complex subject matter. He explained that everyone thought that signage was an easy subject matter but noted that it was not. He noted that they would not let this languish. He stated that the goal was to determine what the Commission wanted and try to come up with a way to get them there; but noted that this would be a challenging one. He stated that they would keep the Commission informed, noting that there were probably points where they would need decisions to be made by the Commission.

Commissioner Kent noted that Commissioner Stowers had referenced Ponce Inlet's signs and he had not thought of that.

Mr. Hayes cautioned the Commission not to rely on signage in other jurisdictions.

Commissioner Kent encouraged Mr. Hayes to speak to them as they may have an answer; whereby, Mr. Hayes stated that he would and that all of the municipal attorneys spoke about issues.

Mayor Kelley stated that government also got in the way of things being successful. He stated that a recent example was the banking regulations put into place. He explained that he was going to put a first mortgage on a home and had to sign an affidavit that he would only do one otherwise he would come under the same restrictions of granting a mortgage that Bank of America did. He stated that the government should get out of the way sometimes to let businesses succeed. He noted that the government was reaching to control what people did and should also look at allowing people to do things to be successful. He stated that he wanted to help individuals be successful in business and not cram them down with regulations.

Ms. Shanahan asked if this discussion would need to be taken back to the Planning Board first; whereby, Mr. Hayes replied that it would not as they were still at the policy level.

Selling Ormond Beach water

Commissioner Boehm noted that he had long-kidded Utilities Manager Dave Ponitz about why Ormond Beach did not sell its water as Daytona Beach sold theirs. He stated that the city had studied it. He explained that one of the concerns would be what the purpose would be. He suggested that the water could be made historic, and that the city's historic properties such as the Casements and the Anderson Price

building be on it. He further explained that the city could enter a public-private partnership with the Ormond Beach Historical Society ("Historical Society") and give 100% of the proceeds of the sale of the water towards historical preservation in Ormond Beach. He noted that they would make the Historical Society account to them for everything they were selling and submit to the Commission for approval how they wanted to spend the money, giving an example of them wishing to put a roof on Anderson Price. He explained that his thought was that if the Historical Society wanted to do this they could work with the Ormond Beach Chamber of Commerce and Ormond Beach Main Street to go to their festivals and holiday celebrations to sell the water.

Commissioner Boehm stated that the city produced 35 million gallons of water a week. He noted that 1,000 16-ounce bottles a week would not even be noticed in the Ormond Beach water supply. He stated that it would market Ormond Beach and also help the Historical Society, which did not have much money. He noted that they could create an Andy Romano Beachfront Park tower styled water bottle. He stated that when he was involved with Pop Warner they had a concession stand. He explained that a Sam's Club manager was selling them the water at his cost, 10 cents a bottle. He noted that Ormond Beach could produce theirs for less than that. He stated that they sold the water for \$1 a bottle and sold out every single week. He noted that in the summer it was hot and people wanted water. He stated that it could be used to raise funds for historical preservation, which was an issue that the Historical Society was passionate about.

Mayor Kelley stated that he would rather not limit it to one person or one entity. He stated that it could be handled privately as Daytona Beach's was.

Commissioner Boehm stated that he thought that the youth sports' organizations and those with concession stands would be interested in selling the product in the city. He noted that his thought was that this way it would help Ormond Beach citizens and not a private company. He stated that the city was responsible for historic preservation and would help them with that.

Mayor Kelley reiterated that he did not want it to be restricted. He noted that there had been previous discussion about Ormond Beach selling water like Daytona Beach did.

Honoring Coach Plemon Hill

Commissioner Partington stated that the Ormond Beach Observer had a recently article on Coach Plemon Hill, who served the city for 40 years. He noted that he would like to honor him somehow but did not know the appropriate way. He stated that Coach Hill already had a gymnasium named after him. He noted that Coach Hill had a tremendous impact on a lot of Ormond Beach residents' lives. He asked Ms. Shanahan to get with Leisure Services Director Robert Carolin and figure out an appropriate way to recognize him.

Commissioner Boehm noted that Bobby Bowden Field was located at Doak-Campbell Stadium and Florida Field was located at Ben Hill Griffin Stadium. He stated that facilities had multiple named components. He suggested the Plemon Hill Floor or Plemmon Hill Gymnasium at the Nova Community Center. He stated that without renaming an entire facility, part of it could be renamed in his honor. He noted

that Coach Hill worked at Nova Community Center for 40 years so naming something at that facility for him seemed most appropriate.

Commissioner Kent stated that Coach Hill was a kind, caring teacher that he remembered fondly. He noted that he met him in junior high school. He explained that when he in sixth grade at Osceola Elementary, when that school still went to sixth grade, there was a janitor named Mr. Smalls and Ms. Geneva Jackson, the art teacher, created a bust of him with a plaque about him, which was located there. He stated that something like that would be good if they did not name the floor. He stated that multiple generations would then know who Coach Hill was.

Mayor Kelley stated that he liked that idea.

Traffic on Granada Boulevard

Commissioner Partington noted that they had all received emails about the flow of traffic on Granada Boulevard. He stated that if there was something staff could do, or the Commission could direct them to do, he would be in favor of it. He stated that the flow at all different times of the day needed to be studied. He noted that there had been some talk of removing the medians between Nova Road and Williamson Boulevard to add another lane on each side.

Mayor Kelley stated that ten minutes after the individual who emailed the Commission sent the video that he did, the traffic was flowing fine. He explained that he was out there that very day. He noted that the video was made when school was letting out. He stated that he spent three days on Granada Boulevard and explained that the traffic lights were synced to move large volumes of people. He stated that it would build up and then be empty two minutes later. He noted that he drove Granada Boulevard probably a dozen times a day or more. He stated that one day he was driving west and it backed up past the new shops on the south side but was clear 15 minutes later.

Commissioner Boehm stated that Dunlawton Avenue in Port Orange had six lanes and no character, as far as he was concerned. He noted if the medians were removed that Granada Boulevard would become like Dunlawton Avenue.

Commissioner Kent stated that he had spent 24 minutes from one stoplight to another in Port Orange.

Mayor Kelley stated that you would rarely sit through two lights on Granada Boulevard.

Commissioner Kent explained that the good news was that Ormond Beach was built out for the most part.

Mayor Kelley noted that there was Ormond Crossings left and that was it; whereby, Commissioner Kent stated that they had been talking about Ormond Crossings for 13 years and were no closer to it.

Commissioner Kent stated that there was not much room left on Granada Boulevard for businesses and so the traffic was about as bad as it was going to get. He noted that he believed that was good news and meant that it would not get any worse. He

stated that if they removed the medians and put more lanes in Granada Boulevard would become Dunlawton Avenue.

Mayor Kelley stated that traffic studies would show the traffic moving in bunches. He noted that the Florida Department of Transportation (FDOT) had a plan for A1A to Interstate 95 on Granada Boulevard to be synced so that if you made it through US 1, you would make it through Orchard Avenue, and then have to stop at Nova Road.

Commissioner Kent stated that he applauded their effort to do something and thanked Commissioner Partington for bringing it up. He explained that with his old job he took Airport Road and Beach Street. He noted that now he took a different route and that driving from Orchard Avenue to his home on beachside took about eight minutes.

Mayor Kelley noted that the individual who emailed the Commission had emailed him first, explaining that he could not tell them that because of Sunshine Laws. He explained that he personally checked the traffic for a few days in a row. He stated that the individual was going out when school was letting out at Tomoka Elementary. He noted that fifteen minutes later the traffic was moving. He explained that this individual thought there was too much traffic because of the building that had been allowed.

Commissioner Partington stated that the majority of issues he heard about on Granada Boulevard were from Clyde Morris Boulevard out to Tymber Creek Road, especially the sequencing of the lights around Interstate 95.

Ms. Shanahan noted that there had been some trouble with that but that the county had been working on improving it; whereby, Mayor Kelley stated that it was better now than it had been a year or so ago.

Commissioner Partington stated that another section he often heard about was eastbound on Granada Boulevard approaching Nova Road by Tomoka Elementary, usually around school times, the early morning rush, or 5:00 p.m. He noted that at those times there was not much he thought could be done.

Commissioner Kent noted that when Seabreeze High School let out he would alter his driving path if he was home. He stated that Spruce Creek High School and Atlantic High School also caused traffic issues when they let out. He noted that Tomoka Elementary School was one of the largest elementary schools in the county with about 900 or so students.

Mayor Kelley stated that that was why the traffic in its vicinity was so bad from 1:55 p.m. to 2:30 p.m.

Landscaping on Granada Boulevard between Nova Road and Clyde Morris Boulevard

Commissioner Stowers stated that the signs at Granada Boulevard and Interstate 95 looked great, as did the medjool palms in the downtown. He noted that the tree planting on Wilmette Avenue would also pay dividends in the future. He explained that he drove Granada Boulevard everyday now and that the kudzu and lack of landscaping in between Nova Road and Clyde Morris Boulevard had opportunities.

He stated that there should be a mechanism for a program to get that area to their standards. He noted that he was not talking about dampening the buffer that existed. He stated that Fiesta Heights was a mess, as was the kudzu on the area between the fence of the Trails and Granada Boulevard, and the kudzu in front of the church, the elementary school, and the apartments on the left. He noted that in the areas the city had focused on it looked great and contrasting it with those areas made him think that the city could do better.

Mayor Kelley noted that there were six terrible homes located right there on Granada Boulevard in that area.

Commissioner Stowers stated that that area would be a point of priority to him. He noted that he felt similar about points along US 1, including a fallen tree with its roots out. He stated that he knew it was probably someone else's responsibility and that they wanted to limit government but he looked at the city's corridors as its face.

Southern Living Magazine advertisement/feature

Commissioner Stowers stated that he and his wife received Southern Living Magazine, which profiled many small southern cities and had advertisements for them. He noted that he thought about the Lotus Inn and Andy Romano Beachfront Park and what the city's vision was. He stated that he saw that being in Southern Living Magazine. He noted that the city could partner with the Ormond Beach Chamber of Commerce to try and make that happen. He stated that he was unsure how much it cost or how the process worked. He noted that the magazine also did features on several small towns.

Smaller homes

Mayor Kelley noted that an individual had approached the Commission about building smaller, nice homes on smaller lots. He stated that people his age or younger were looking to have nice amenities and nice homes with less maintenance. He noted that he hoped that if someone came before them again with a similar proposal it would be looked at.

Ms. Shanahan stated that she had not heard from that individual in quite awhile and she did not think he owned that property still.

Mayor Kelley stated that a lot of older individuals wanted a nice, gated community to live in with amenities which were not manufactured homes.

Commissioner Partington noted that he liked the idea of that. He stated that communities such as Aberdeen and The Falls had amenities and were not a drain on city services because they participated within those communities. He noted that that could apply to senior communities or just communities in general.

Landscaping on Granada between Nova Road and Clyde Morris Boulevard

Commissioner Kent stated that some of the private properties with kudzu could perhaps be looked into by Neighborhood Improvement Division Manager Chris Mason and his code enforcement staff. He noted that the Winding Woods area was

another example in the location that Commissioner Stowers had referenced. He stated that that green wall with the “WW” on it was located there.

Southern Living Magazine feature

Commissioner Kent stated that he agreed with Commissioner Stowers about the Southern Living Magazine idea.

Smaller homes

Commissioner Kent stated that the only reason he was opposed to the idea when it was presented was because that individual had come before the Commission twice previously to lower the lot size. He noted that he had told him that the second time would be the last time but he came back a third time requesting another size reduction. He stated that he was not necessarily opposed to the idea and that some people did want their own home, instead of an apartment or condominium, but wanted it to be smaller and manageable.

Mayor Kelley stated that he was trying to sell the home he had across the street and found that there was a strong demand to live in Ormond Beach. He noted that Ormond Beach was a community of choice.

IV. Adjournment

The meeting was adjourned at 6:58 p.m.

Transcribed by: Colby Cilento