

**MINUTES  
CITY OF ORMOND BEACH  
CITY COMMISSION  
PARKS AND RECREATION MASTER PLAN UPDATE WORKSHOP**

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**August 17, 2021**

**5:30 p.m.**

**City Commission Conference Room**

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**I. CALL TO ORDER**

Mayor Bill Partington called the meeting to order at 5:31 p.m.

Present were Mayor Bill Partington, Commissioners Dwight Selby, Susan Persis, and Rob Littleton, Barth Associates Consultants Dr. David Barth and Carlos Perez, City Manager Joyce Shanahan, Assistant City Manager Claire Whitley, City Attorney Randy Hayes, and Leisure Services Director Robert Carolin.

**II. INTRODUCTION**

Mr. Robert Carolin, Leisure Services Director, stated the city was about half way through with the Parks and Recreation Master Plan update. He stated Dr. David Barth and Mr. Carlos Perez, Barth Associates, LLC ("Barth Associates"), would discuss the survey results and what the next stages would be.

Dr. Barth stated they were at the midway point and would check to see if what Barth Associates was doing was in line with the Commissions goals for the master plan, noting they were looking for feedback before they moved forward.

**III. SURVEY RESULTS AND PROCESS**

Dr. Barth reviewed a PowerPoint presentation, stating the master plan goal was to steer the future of the Leisure Services Department, to build on the community's unique park and recreation assets, and to prioritize future improvements aligned with the desired needs of citizens. He stated these plans would be for five to ten years, as they use to do 20 years, but that was now unrealistic. Dr. Barth discussed that earlier that day, they received feedback from the Leisure Services Advisory Board and the Quality of Life Advisory Board. He further discussed that once Barth Associates received the Commission's feedback they would regroup, make the needed adjustments, then move into the third phase, which was long-range vision. Dr. Barth stated the long-range vision would reflect the needs and response to citizens aligned with city's needs. He explained during the long-range vision stage, price and funds would not affect the outcome as the process identified community needs.

Dr. Barth discussed the next step which was the implementation plan. He stated that step was when finances would be discussed compared with projects needed or wanted and a financial plan could be set. He noted the long-range plan and the implementation plan would be finalized before being brought back to the Commission for the last step, which was adoption.

Dr. Barth discussed the timeline for the master plan and future meetings, with the expectation of having the plan ready for adoption at the February 15, 2022, City Commission meeting.

### Needs Assessment Process

Dr. Barth discussed the needs assessment process and the three techniques used to determine the city-wide needs and priorities. He stated the qualitative technique included the advisory board meetings, Commission meetings, public meetings, online survey and focus group interviews. He stated the observational techniques included the park site evaluations and population overview, noting the technique was helpful but also not a great indicator by itself. He discussed the quantitative techniques which included levels of service, benchmarking and a statistically valid survey, noting the gold standard was the statistically valid survey.

Dr. Barth discussed the number of participants for the meetings and the statistically valid survey which combined totaled over 1,100 participants.

### Summary Findings

Dr. Barth reviewed a chart listing the top answers when citizens were asked which actions, facilities and programs they would support the most, and discussed the answers from the statistically valid survey, on-line survey, level-of-service analysis, public meetings, stakeholder interviews, focus group interviews, joint advisory board meetings, and park site evaluations.

Commissioner Persis inquired if the results were showing the answers which were over 40 percent of responses; whereby, Dr. Barth clarified the results shown at the lowest were 40 percent but could go up to 70 percent or 80 percent. Mr. Perez noted the answers were listed from the highest percentage of responses being number 1 to the lowest before the cut off at 40 percent.

Commissioner Selby inquired if the priorities were listed correctly for all columns following the statistically valid survey; whereby, Dr. Barth stated the statistically valid survey was the only one in the correct order, the remaining could be in any order but were still among the top listed responses.

Commissioner Selby inquired if the priority items listed were based on if the citizen deemed the item important or if it was due to lack of the item; whereby, Dr. Barth noted it could be both.

Dr. Barth explained some of the questions asked were broad, whereas others were specific. He noted while some answers listed may look similar there were differences.

Commissioner Selby inquired about the beachfront parks and beachfront parking; whereby, Dr. Barth stated some citizens would want to have off-beach parking space while others may want to have a park.

Dr. Barth discussed other needs that were brought up based on stakeholder input; this included a civic center, pickleball facilities, multi-purpose open space, recreation opportunities in west Ormond Beach and providing additional amenities in parks.

Dr. Barth stated the age demographics were close to equal from the different categories; 18-34, 35-44, 45-54, 55-64, 65 and older. He also noted the advisory boards wanted to know how long the respondents had been residents of Ormond Beach, noting over 50 percent had lived in the community for over 21 years.

#### IV. COMMISSION DISCUSSION

Commissioner Littleton inquired what the benchmark for satisfaction was; whereby, Dr. Barth noted over 70 percent was considered good, adding that for the response to be above 80 percent would be considered very good. Dr. Barth noted he would look up the survey results, including results across the country, to see how Ormond Beach compared.

Mayor Partington complimented Mr. Carolin on a job well done and thanked Dr. Barth and Mr. Perez on the research provided. He stated he believed COVID-19 may have impacted the “events” results, as he thought they seemed low compared to all the events the city and Ormond Beach MainStreet hosted throughout the typical year. Mayor Partington discussed not being in favor of Wi-Fi at the parks as he thought it should be somewhere to get away from the screen.

Commissioner Persis discussed the need for a sports complex in the west Ormond Beach area. She stated that according to the charts provided 87 percent of citizens were either neutral or willing to pay additional taxes to fund parks, facilities and programs. She noted her optimism with that result.

Dr. Barth stated in one of the next steps he would look into funding options, such as taxes and grants.

Commissioner Selby discussed bike trails, green space, beachfront parks and parking. He inquired about the funding residents were willing to pay based on the survey; whereby, Dr. Barth noted it would be an annual amount in the taxes and directed the question for further answers to City Manager Joyce Shanahan. Dr. Barth noted that was the kind of thing they would be looking at in the next steps.

Commissioner Selby discussed the possible options for funding, if needed, asking if Barth Associates would assist; whereby, Dr. Barth stated it would be a separate company that would assist and could make recommendations. Ms. Shanahan noted the city had used the other company previously for Andy Romano Beachfront Park.

Dr. Barth discussed the different roles Parks and Recreation would entail, including green space, pedestrian trails and bicycle paths. He noted he would send a link to a video for the Commission that discussed many roles within Parks and Recreation.

Commissioner Selby discussed the small pocket parks and lack of facilities in those areas. He stated he would like to see improvements to the pocket parks included in the master plan. He asked staff to look into reclaiming the landfill behind the Nova Community Center and if it would be a feasible option. Dr. Barth stated the pocket parks would require neighborhood approval, noting Barth Associates would present broad ideas for the areas. Commissioner Selby stated that was a great plan.

Mayor Partington discussed the positive correlation between property values and neighborhood parks. He agreed with Commissioner Persis and the need in west Ormond Beach. He discussed possible areas in west Ormond Beach with the potential for a park or complex. He noted he also agreed with Commissioner Persis that having more things to do on the west side of Ormond Beach would help ease traffic throughout the entire city. He discussed his hope of having facilities and activities continue to bring generations together.

Commissioner Persis stated there was property in west Ormond Beach and was hopeful that pickleball courts, a track, or something similar could be established there.

Mayor Partington discussed possible funding avenues.

Commissioner Selby discussed the neighborhood parks at Hunters Ridge and Breakaway Trails, and the possibilities of having the city assist with their facilities. He discussed possible locations on the west side of Ormond Beach and some issues with the property located next to Pathways Elementary School.

Commissioner Persis stated it might be best to revisit the property discussion with the Volusia County School Board, since there were new board members, and see what could be done to move forward with that property.

Ms. Shanahan agreed with Commissioner Persis, noting her positive past experience with the new members.

Dr. Barth stated that sometimes the citizens had deemed a project a priority, but the Commission and stakeholders did not, and that ultimately, it would be up to the Commission to decide what would be most important for the community.

Dr. Barth thanked the Commission and staff for feedback.

**V. ADJOURNMENT**

The meeting was adjourned at 6:30 p.m.

Transcribed by: Taylor Lochert