

Minutes  
Strategic Planning Workshop  
The City of Daytona Beach, Florida  
Wednesday, January 31, 2018

Minutes of the Strategic Planning Budget Workshop of the City Commission of The City of Daytona Beach, Florida, held on Wednesday, January 31, 2018 at 4:30 p.m., City Hall, Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Attendance.

Commissioner Ruth Trager	Present
Commissioner Aaron Delgado	Present
Commissioner Kelly White	Present
Commissioner Robert Gilliland	Present
Commissioner Dannette Henry	Present
Commissioner Paula Reed	Present
Mayor Derrick Henry	Present

Also Present:

James V. Chisholm, City Manager  
Robert Jagger, City Attorney  
Letitia LaMagna, City Clerk

1. Welcome

Mayor Henry opens meeting and explains the meeting is to review the success they have had in the past and to help plan for the up-coming year.

2. Presentations

James Chisholm, City Manager, stated they would go through a series of slides that will answer some questions about their priorities and accomplishments for 2017. He began with First Step Shelter (FSS) and continued to list the various priorities and accomplishments ending with academic programing. He mentioned the libraries and computer labs at the various City facilities used by students and the public. He stated staff is developing a STEM Program for science, technology, engineering and math in partnership with the City Island Library. He mentioned strategic planning, where they are at this point and looking forward. He discussed quality of life and the population over the next 20 years. He stated Daytona Beach is the third fastest growing housing market for second homebuyers and for coastal areas. He stated what it all mean is that we must act now and change the way we think. He stated the need to develop innovative service delivery techniques, plan and execute projects and programs systematically, identify and obtain new funding sources and partnerships. He stated all those elements were necessary if we're going to effectively meet the demands of the City. He continued to give details on growth and strategic planning. He stated over the

next 20 years technology will have to play a major part in their thinking and how they engage the community and keep everyone informed and a part of the process. He stated that was just a quick look forward on some strategic thinking they will have to us as they go forward. He mentioned projects that were in the planning process, under construction and some that were complete. He mentioned the revenue and job opportunities the various projects have and will bring to the City. He stated there is a lighting alternative offer that will be coming before the commission to upgrade the lights for the entire City to have LED lighting on the roads and streets. He mentioned the consideration of the infrastructure sales tax funding project with the county. He stated they (the county) are currently reviewing a survey that was done to determine the type of items would be eligible for funding in the sales tax effort. He mentioned some things that would be included. He stated they would have a series of meetings as they go forward to finalize what would be the priorities for this year. He asked if there were any questions.

### 3. Discussion

Mayor Henry asked if anyone had any question about the proposed planning and budget development schedule or anything else.

Commissioner Gilliland stated it sounds like they gave a snapshot of the accomplishments from last year and looking out five to twenty years in the future. As we get into our planning, we should keep those things in consideration with the initiative we might be able to build upon and take into consideration the population growth on the horizon.

Mr. Chisholm stated that was right and they do a five-year capital budget even though it's not the adopted budget for the current year. He stated one of the reasons in doing it that way is looking at what the future is going to hold; we can plan some of that in the five-year plan.

Commissioner Delgado asked if AT&T was part of the commitment with Brown & Brown to improve the technology structure.

Mr. Chisholm stated there is an element of that; he doesn't think anyone has been able to identify what that fully means, the cost to be associated with it and how it would be done.

Commissioner Delgado stated you're going get a massive amount of data back and forth.

Mr. Chisholm stated usually it is done on a customer basis. There may be something else they're proposing that we need to look at. They talked about some type of broadband program, but no one has come back and articulated exactly what that might be.

Commissioner Gilliland stated to his understanding; they are going to improve the technology infrastructure from 95 down the ISB corridor and trucking it off to where it gets service from Brown & Brown site.

Mr. Chisholm stated that's what he heard but they don't have anything specific about it.

Commissioner Gilliland stated some nice positive is that it can also service Bethune-

Cookman University, Daytona State, ERAU, Halifax Hospital and Mainland High School. He stated there are many things along that corridor that can definitely benefit from an improvement in the technology infrastructure.

Mayor Henry stated that was one of the most appealing pieces when you talk about technology as a part of moving forward to downtown with businesses.

Commissioner Gilliland stated he like the way Mr. Chisholm framed this; don't forget what's coming behind that. It a great example of what we do today that will help position us today to continue to be on track for people to invest. He stated we have to continue to improve what we have to offer to continue to attract people.

Mr. Chisholm stated they tried to identify some of the major projects they know of. There are others looking at the City that can make a major impact on our job market and the quality of jobs we have here. He stated that even though we've had seven to ten thousand new jobs over the last two years, he believes it's only the beginning.

Mr. Chisholm stated that was part of what they're going to do but they haven't been engaged directly with any specific program at this time. As the companies come in, they are going to look for that workforce and it's going to take help from everyone including the colleges.

Commissioner Trager stated they are in a unique situation with all the colleges we have in the immediate area.

Commissioner Reed asked about preparing those who are unemployed for the positions that are coming to Career Source and any other agency that can prepare them for the skills needed.

Commissioner Trager asked could some of the homeless be included.

Commissioner Gilliland stated when you talk about the programs the local communities; they are providing many.

Commissioner Reed stated the plumbers could not get enough people to take their programs.

Mr. Chisholm stated we sponsor job opportunities with the community and the educational process. We actually pay for their education in some cases.

Commissioner Gilliland stated that with the unemployment rate nationally down to 4.1 percent, we still have not seen a lot of wages in 2.6 percent. Last year was the first time in 10 years it has been over 2.5 percent. He stated that the area has stayed behind nationally and we seem to always come up short when it comes to wage increases and there are things we can do to address that issue.

Mr. Chisholm stated the staff did a great job. He stated they have a great staff and it's not just the ones you see all the time. There are a lot of people you don't see that do a fantastic

job for the City and they are very proud of the staffing for the City.

Mr. Chisholm stated at the next meeting they want them to identify the things that are priority for them and on what they would like them to concentrate.

Commissioner Gilliland mentioned he'd like to get some priorities from the police and fire department. He mentioned some concerns with the police department such as long sleeve t-shirts for the winter and increasing their staffing as the population increases. He suggested not just getting feedback from the managers but from the officers too.

Mr. Chisholm stated they have to look at staffing City wide because there will be new challenges ahead. He stated police, fire and public works have been pushing a lot of projects and they need staffing help to make it happen.

Commissioner Trager stated she saw a presentation from the Fire Chief a few years ago with ways to best utilize their staffing. She reiterated what Commissioner Gilliland said about getting feedback.

Mr. Chisholm stated they are looking to plan to relocate Fire Station One because it's in a flood prone area.

Commissioner Reed asked if it was the one near the corner (301 Beach St.).

Commissioner Gilliland asked if it was repaired from the storm damage.

Mr. Chisholm replied yes.

Commissioner Gilliland asked if it was done or are they still working on it.

Dru Driscoll, Fire Chief stated right now it's not complete it's still without the kitchen. He stated they are waiting on the roofing to be completed and their doing a water test tomorrow so they can put back the kitchen.

Commissioner Gilliland stated the kitchen has been down since September. He asked how the people living were preparing meals.

Mr. Driscoll stated they partnered with some local restaurants who have donated meals for them and they have the ability to go to other stations and utilize their kitchen.

Commissioner Gilliland stated that makes a lot of sense because we have that station there because it's serving the population in this area. Four months to fix a roof and kitchen is odd.

Mr. Chisholm stated it is hard to get people to... (Inaudible).

Commissioner Gilliland said he understands.

Mr. Chisholm stated roofing took him six months.

Commissioner Reed stated some people still need roofs from Matthew. It's alarming.

Commissioner Trager stated, with the 55 and older population in all those homes there, we have to figure more on the first responders where they won't be having children and schools in the building.

Commissioner Gilliland stated they have actually created a partnership with Halifax Hospital to do some extra services within the community.

Mr. Chisholm stated Halifax is working with them on the homeless project. He also suggested a City Hall facility with meeting room space for public access to their meetings. There is an opportunity coming downtown.

Commissioner Reed stated she made that suggestion but no one took it.

Commissioner Trager asked what building is available.

Commissioner Gilliland asked if they were thinking a whole new City Hall or a new place to have meetings.

Mr. Chisholm stated as you look to the future, they would have to do a needs study as it relates to what that's going to look like, but it's something we should consider.

Commissioner Reed stated she saw Deland's chambers and they look better than Daytona's chambers, but they also have a newer city hall.

Mayor Henry stated there was a discussion about redoing the chambers.

Mr. Chisholm stated it's difficult, you'd have to reconfigure the front of the building, and any time you do a renovation like that, it's expensive.

Commissioner Reed stated they have done so many changes to the building already. She mentioned some of the changes that have taken place, and stated it's something they should think about.

Commissioner Henry stated some of the issues with some parts of the building being hot and other parts being cold. He mentioned some of the electrical issues in the building.

Mr. Chisholm stated it's not the most efficient. Secondly, from a security standpoint, it's difficult to have it secure when you have meetings and the public is coming and going. He stated there are a number of factors. At this point, it's something to think about as they go through the budget for this year.

Commissioner Reed suggested they could make this building another community center or something, or sell it to someone.

Mr. Chisholm stated there may be an opportunity to do that; or to swap land with another agency.

Mayor Henry stated that sounds like a reasonable thing to consider looking forward to, we do have to plan for long term. He asked was there anything else.

Commissioner Reed referred to the first responders comment about increasing them. She stated the need to be mindful of the competitiveness we have with other neighboring cities and how we lose them after we train them. She mentioned the need to be conscious of salaries and whatever they can do to attract them to stay. She stated we train them and other cities steal them from us.

Commissioner Gilliland stated waged competitiveness is one of the things on the list, but that doesn't mean we can start applying for some other things to help that along.

Commissioner Reed stated for both parties Fire and Police.

Commissioner Trager stated sometimes it's not only the salary, but also time off to be with family.

Commissioner Reed stated that with more people they could have time off.

Mayor Henry stated the schedule the date is wrong, it should be March 21, 2018. He stated looking at the schedule he realizes it's difficult sometime because that things do come up. He asked if anyone had any immediate concerns with the schedule. He stated he appreciated doing it this way because it make it easier for him to plan long term.

Mr. Chisholm suggested looking at the rest of the schedule and going over it during the next meeting on the 21st.

Mayor Henry stated that sounds good and ask that they put it on his calendar.

Commissioner Reed ask if they were call to be at all the meetings or if this was what's happening.

Mayor Henry stated they were all their meetings. He asked if there were any other issues.

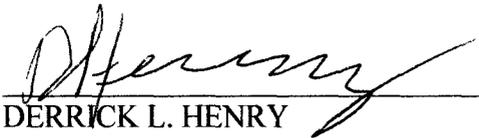
4. Mayor Henry stated the date on the schedule in front of them is wrong; it should be March 21, 2018. He stated looking at the schedule he realizes it's difficult sometimes because that things do come up. He asked if anyone had any immediate concerns with the schedule. He stated he appreciated doing it this way because it make it easier for him to plan long term.

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5. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at  $\diamond$  p.m.

  
DERRICK L. HENRY  
Mayor

ATTEST:

  
LETITIA LAMAGNA  
City Clerk

Adopted: April 4, 2018

**RECORD REQUIRED TO APPEAL:** In accordance with Florida Statute 286.0105 if you should decide to appeal any decision the City Commission makes about any matter at this meeting, you will need a record of the proceedings. You are responsible for providing this record. You may hire a court reporter to make a verbatim transcript, or you may buy a CD of the meeting for \$2.00 at the City Clerk's office. CDs are only made upon request. The City is not responsible for any mechanical failure of the recording equipment.