



CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

MINUTES • OCTOBER 24, 2023

City Commission Chamber

Work Session

5:00 PM

CITY HALL
1065 RIDGEWOOD AVENUE
HOLLY HILL, FL 32117

City Clerk's office: (386) 248-9441 - Fax: (386) 248-9448

1. **CALL TO ORDER**

2. **ROLL CALL**

Attendee Name	Title	Status	Arrived
Chris Via	Mayor	Present	
John Penny	District 1 - Commissioner	Present	
Penny Currie	District 2 - Commissioner	Present	
John C. Danio	District 3 - Commissioner	Present	
Roy Johnson	District 4 - Commissioner	Present	

3. **DISCUSS HH CHAMBER OF COMMERCE**

1.

Holly Hill Chamber of Commerce

(Requested by Valerie Manning, City Clerk)

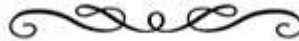
Mr. Forte informed the Mayor and City Commissioners that at the last Chamber Board meeting, there was vote, by the board members present to dissolve the Chamber of Commerce as we know it today. Here tonight is Amanda Weston, Chamber Chairperson and Lura Willhite, President. He just wanted to make sure that the Commission is aware that this is a decision that the board made. The Chamber, as they know, is an independent entity. We don't answer to them and they don't answer to us but there is a business relationship that we have. In the process of dissolving the Chamber there are a lot of things that need to be taken care of; some big things, some small things. He doesn't believe we want to dissolve the corporation because if we keep the Holly Hill Chamber corporation in existence, we can always continue on as the Holly Hill Chamber of Commerce "doing business as"...it could be the Community Redevelopment something or another. There could be some other thing as doing business as instead of closing the corporation itself.

There was some discussion amongst the Commissioners and Mrs. Weston and Mrs. Willhite at this time. The membership has declined over the years and these ladies have tried endlessly to get businesses to join the Chamber. Things have changed over the years. The board decided that it was time to throw in the towel. When you compare revenue to expenses, the expenses are the lowest they ever been but revenue is the lowest as well over the years. There is and has been low attendance for ribbon cuttings; Trunk or

Treat has dissolved as well since the event left Hollyland Park there has been low attendance; there are plenty of other organizations that are doing trunk or treat events that many attend now; there's no business to community connection with the members; there will be ribbon cuttings still for businesses that John Cox will handle and schedule, that won't go away, it will still continue.

Commissioner Penny mentioned that he has brought up in the past about the identity of Pickleball and a slogan of some kind. Something that can be crossed advertised. Naples has claimed "*Pickleball Capital of the World*" so that can't be used. But it needs to be something like that but there's value to some kind of slogan and/or identity. Just something that the Commission can start thinking about.

(A full copy of this workshop is available upon request on a CD in the City Clerk's Office or available on the city's YouTube channel)



4. DISCUSS OPTIONS FOR CONCERTS AT PICTONA

1.

Options for Concerts at Pictona

(Requested by Valerie Manning, City Clerk)

Mr. Forte mentioned he would like to start the workshop with the options for concerts at Pictona. He potentially put this on to talk about giving the seats away on the bleachers for free to try and build up attendance. Rick Hamilton at Pictona thinks it would be better not to do that. Giving away the seats, as the Commission has discussed before, devalues the seats. Instead of giving away the seats away for free to the general public, to use those tickets which maintain their value and use them to off-set advertising costs. Give them away to the radio stations, give them away to the tv stations, give them away to whomever is going to help promote the event and then they will use it on their promotions on the radio programs to give those tickets away to fill seats. Mr. Forte agrees with him. You don't want to devalue the seats. He thinks for the next few events they can go ahead and try this approach and use those tickets as giveaways to the stations for marketing and see if they can give them away to their listeners and their viewers in order to fill the seats and see how that goes. The city has a sponsor now with MetroHealth for \$10,000 and Rick Hamilton is working on Conviva tournament and giving them tickets. The MetroHealth will sponsor the city and we'll give them so many tickets in return and then they will give those away to their clients or their employees or their guests or whoever they want to help fill those seats. That's the approach that he would like to go in. The bleacher tickets will stay at \$20 so the seats are not being devalued.

There was **consensus** from the Mayor and City Commissioners to move forward with that approach and see how that works out.

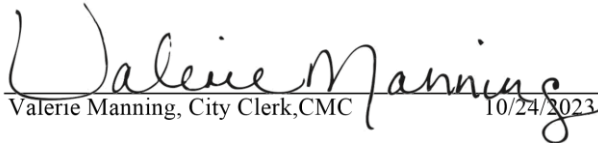
There was some discussion about the wall at Pictona and the lettering that they would like to see painted on there for during tournaments; "Welcome To Holly Hill", wording. Mr. Forte mentioned that he has four examples that he will have them pick from at the end of this workshop.

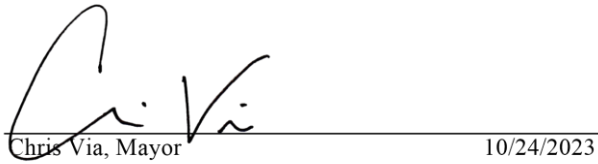
(A full copy of this workshop is available upon request on a CD in the City Clerk's Office or available on the city's YouTube channel)



5. ADJOURNMENT

The workshop adjourned at approximately 5:45 PM.


Valerie Manning, City Clerk, CMC 10/24/2023


Chris Via, Mayor 10/24/2023