



CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

MINUTES • NOVEMBER 14, 2017

Large Conference Room

Work Session

6:00 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

a. Roll Call

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

2. DISCUSSION ON CITY LOGO

Mr. Forte and Mayor Penny presented the City Commission examples that were created by Mr. Mike Jiloty. Mayor Penny asked each of the Commissioners which one they like the most.



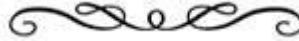
They like this one but with the holly leaf centered and take off the "wings" of the leaves. Switch the "Holly Hill" boldness to the picture below with that font but just a little thicker and like the "Florida" underneath the wording.



1.

Discussion on City Logo

(Requested by Valerie Manning, City Clerk)



3. OUTSIDE SALES & DISPLAY

Mayor Penny and Mr. Forte spoke about the outside sales and displays along the corridor of US1/Ridgewood Avenue. There was some discussion amongst the Mayor, Commissioners, Mr. Forte, and staff pertaining to the appearances of several businesses along US1 and what could take place to improve the appearance that will draw more businesses to the community. If they looked at this as a brand new visitor to Holly Hill, what do they envision along US1? They have to find a way to clean up US1 to bring new businesses here and to keep the ones that are already here. Improvement needs to take place.

Mayor Penny shared with the Commissioners the following information:

ADDRESS	BUSINESS	CONDITION	US-1 FRONTAGE FEET
132 RIDGEWOOD	VALUE PAWN	BAD	100
133 RIDGEWOOD	CASH AMERICA	BAD	100
201 RIDGEWOOD	CUNNINGHAM GAS	OK	165
261 RIDGEWOOD	ACE HARDWARE	OK	190
600 RIDGEWOOD	DOLLAR PLUS	BAD	90
606 RIDGEWOOD	DAYTONA OUTREACH THRIFT	BAD	95
1005 RIDGEWOOD	OUR OLD STUFF	BAD	50
1014 RIDGEWOOD	LAURA'S	BAD	100
1019 RIDGEWOOD	OUR OLD STUFF 2	BAD	50
1078 RIDGEWOOD	MAGNOLIA HOUSE	BAD	140
1100 RIDGEWOOD	TV'S DVDS SHOES	BAD	90
1220 RIDGEWOOD	AMISH DIRECT	OK	200
1527 RIDGEWOOD	PALM CASUAL	OK	110
1630 RIDGEWOOD	10% PAWN	BAD	80
1660 RIDGEWOOD	TROPIC CASUAL	OK	200
1750 RIDGEWOOD	FLORIDA COASTAL FURNITURE	BAD	124

Mayor Penny informed the Commissioners and staff that this was his own collaboration of what he saw going up and down US1 as it pertained to the outdoor displays and sales of the above businesses.

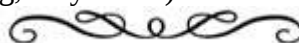
The **consensus** from the Mayor and City Commissioners was to eliminate the outdoor displays and sales completely and create some incentive for enhanced sign grants; allowing six (6) months to those sixteen (16) businesses that Mayor Penny brought forward regarding outside displays.

Mr. Forte will bring forth a draft Ordinance for the Mayor and City Commissioners to consider.

1.

Outside Sales and Display in the Overlay District

(Requested by Valerie Manning, City Clerk)



4. ADJOURNMENT

The workshop adjourned at approximately 7:00 PM.


Valerie Manning, City Clerk CMC 11/14/2017


John Penny, Mayor 11/14/2017