



CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

MINUTES • DECEMBER 12, 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. **INCENTIVE AGREEMENT WITH ROCK CLIMBING BUSINESS**

1.

Incentive Agreement with Rock Climbing Business - 627 Ridgewood Avenue

(Requested by Valerie Manning, City Clerk)

Mr. Forte gave an update on the Rock Climbing business for 627 Ridgewood Avenue. Mr. Forte stated that he met with staff and the representative of the rock climbing business and they came in and they showed us a draft set of plans that was basically half the size of the building that they originally proposed and it didn't include the glass frontage that we were all told would be there. Where people driving by would see people climbing up these rock walls and they weren't going to have the internal like a cafe or something like that, that they had originally proposed. Mr. Forte let them know that's a pretty significant cut and we're going to have to probably reduce what the reimbursements are. We have \$50,000 in escrow, probably cut that in half and we would reimburse it to them when they got around to building the next phase of that, which they said they might have another business interested but nothing was ever solid. Mr. Forte thought the City Commission should have a work session and discuss what they think would be an option. Mr. Forte mentioned that some of the Commissioners have mentioned that although the original \$50,000 was based on them doing a larger building and a glass front and now it's 50% of that and no glass front, that maybe giving them the \$50,000 to put toward a glass front might be something to put him over the top. Mr. Forte informed the City Commission that he did call and leave a message for Matt Smith tonight and it went to his voice mail and sent him an email in the hopes that maybe he would see it and respond back to me this evening to see if he would be in agreement with

that but whether he is or he isn't, Mr. Forte thinks that he should get some direction from the City Commission and then go back and talk with Mr. Smith about it and see if there's anything there that he possibly could do. Mr. Forte stated he will leave it open for discussion and just see what kind of direction we can come up.

Mayor Via stated in my discussions, in my one-on-ones with Mr. Forte, he too said that he thinks that because it's 50% of what they proposed to us, that he would be open to, with the incentive money, going with \$25,000 but to try to incentivize them further to build the glass wall in the front. If they recall, when we sold this this land, which is very important because it's on Ridgewood, we really wanted a unique business; something that people say oh that's in Holly Hill and this rock business was exactly that. It's different, it's unique and what we were presented was the idea that at night when you're coming down US1 you see the rock wall. He forgot, is it four stories high? Something like that.

Mr. Forte stated it's 40ft.

Mayor Via stated, so four stories roughly, so you're going down US1 and you see that. He thinks that visually, that's a huge impact for our downtown community it brings more people here. We weren't just trying to develop anything and he thinks we all agree on that. He knows that there was like a lumber mill and some other interested parties that we just weren't interested in doing that and that's, and for the public's knowledge, that's where this came about the incentive, to be able to make sure that this was developed. He still wants to see this developed. His only question is he really wants to be able to have that impact along US1 to be able to see the rock wall, see people climbing and so his question for Mr. Forte is, that you probably don't have the answer tonight, he knows they were saying that they would put windows on the front. We need to find out how big. He's okay if it's not full glass panes but it's window, window, window and it's almost the same thing. If it's just one window...

Mr. Forte stated what he got was it would be like three, three windows.

Mayor Via asked huge windows?

Mr. Forte stated they are not going to be these big windows like you envision. They would maybe be, he doesn't think they would be 6 foot windows; smaller than these (referring to the windows in the Commission Chambers).

Mayor Via stated in your talks with them, find out, I'm not for incentivizing that. He is for, meaning when it comes to the full \$50,000. He does want to see this developed. He is in the thought process of that. He would give them half since they're giving us half for the incentive to

make sure that it's built and then also offer the full \$50,000 if they were to put in the full glass panes. He doesn't know how much that cost if that makes it good for them or not to be able to financially do it. He would assume that they're very expensive but that's how he feels on it.

Commissioner Penny stated the thing that excited him about incentivizing was a 40ft tall glass wall with lights and people climbing at night. He's really not so concerned about the square footage as half the size but he differs from you, slightly Mayor Via. He won't support giving them anything if they don't put in the glass wall. He would support giving

them the \$50,000 towards the glass wall because he knows it's going to be very expensive but if they put the glass wall in, a 40ft glass wall and the building is half the size, he's still okay with giving them the \$50,000 because the impact, the visual impact of that wall...it doesn't matter if it's 100,000 square foot building, that Elevator Shaft going up there, is what you're going to see. He would draw the line. I'll give you the full \$50,000 if you put in the full glass wall. I'll give you zero if you don't. That's how I would vote.

Mayor Via stated and to your point, that would make it more advantageous to them to actually put it in because now they're getting \$50,000.

Commissioner Penny stated they're getting \$50,000, they're building half the size of the building. The glass is going to be expensive. He has no idea but he thinks the visual impact of that 40ft wall is worth \$50,000. You can't paint a mural on it and make the same impact because the lights and people moving is just going to be amazing to see.

Commissioner Danio stated he was thinking the same thing he was going to say. Without the window, it's useless. It's just another building.

Commissioner Johnson stated he feels the same way. He knows it's a big difference between daylight saving time and not daylight saving time because it doesn't get dark until probably about 8:30 PM and when we don't have daylight saving time and now it's getting dark around 5:30 PM. Something like that just makes a big difference. To him, when you're going down US1, if it's lit up at night, it would be such a great thing. As you all know, I'm 100% for sports in Holly Hill.

Commissioner Currie stated is that she is in agreement about the wall. She thinks the glass wall is very important aesthetically. She can be in agreement with what Commissioner Penny said about no incentive.

Mayor Via stated he can too. Mr. Forte, if you go into that negotiation with them you can express our opinion that we really want the glass wall to be done. Mayor Via stated he will say, he would be willing if they put a lot of windows, if it saved them a lot of money, and you had the same impact, he would be open to considering that if they showed us a visual.

Commissioner Penny stated he wouldn't. He wouldn't give them a dime. If you don't put the wall in...

Mayor Via stated a full pane...

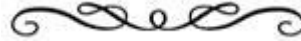
Mr. Forte stated he doesn't know what we ever envisioned would be the glass. He doesn't know if we all thought it would be completely glass. Like, one of those fitness centers or if it would be...

Commissioner Danio stated it has to have a "wow" factor.

Mr. Forte stated it has to have a “wow” factor. What he thinks they should do is present us a draft of what the elevation would look like and then we'll make a decision based on that.

Mayor Via stated, good. Are we all in agreement with that?

Yes, was the CONSENSUS from the City Commission.



4. FUTURE CONCERTS AT PICTONA

Mr. Forte stated he wanted to make everybody aware that Rick Hamilton did submit his letter of resignation primarily for health reasons and his last day is going to be January 31, 2024. Between now and then John and Michelle are going to try to absorb whatever information Rick may have. We've already changed the ticketing company from the Mimbi Service that the Chamber was doing to the ticketing company. That's going to clear up a lot of confusion over the tickets and what's been issued and what's been paid for. Part of this request is that instead of replacing a contract employee like Rick, is to go ahead and hire a part-time person on staff and have that person work with John, that together they would handle, not that this part-time would do it all, but that would be the part-timer's primary role, would be to handle the concerts and then John would be involved with it as well. Somebody's got to stay there every night when there's a concert until the end and make sure everything gets off properly. Mr. Forte stated he is requesting that we use the funds for Rick to go ahead and fill it as a part-time position on staff.

Mayor Via asked are you proposing it to be expenditure neutral meaning, we're paying him \$36,000 this year, will we have a savings? Will it be about the same?

Mr. Forte stated he doesn't know. It depends on who we can hire, what the quality of their work is, what their experience, is how much time they're going to put in. He doesn't necessarily think that after all of the cost, workers comp, taxes, FICA and all that stuff, he doesn't know if it's going to come out to \$36,000. It may be more. He's just not sure but again at a part-time level, he thinks it might be pretty close. He thinks there will be money in there through attrition by the time we get somebody hired. We might have some savings in that area but we're going to have to transfer the money over from contract employee into part-time employee.

Mayor Via stated okay, so there is in the budget, the contract, so that would just transfer over.

Mr. Forte stated, yes. It's paid out of the CRA fund.

Commissioner Penny stated Mr. Forte, do you envision this person, even part-time, they'll be busy one week a month and then there will be some slack time. Do you envision maybe backfilling in some of the special events like car shows and art shows and helping Val (City Clerk) with the Christmas parade and stuff like that?

Mr. Forte stated they can certainly help. Now that we have the new ticket taker system, that

will be a convenience. Somebody's going to have to be there the night...he doesn't envision this person necessarily working Monday through Friday, 4 hours a day. They may work one week, they may work 20 hours, the next week they may work 40 hours depending upon what the demand is and that's got to be known when we hire them, is you're going to have slow weeks and busy weeks and that's the job. But we can certainly use whatever available time is to assist with some of the other events that are going on. He doesn't know what detail that may be just yet.

Commissioner Currie stated that was also one of her questions because even being a part-time employee that is not going to take up all of the time so she thought a good idea would be to assist with some of the events that we have going on.

Mr. Forte stated, okay.

Mayor Via asked would you still consider, if the right person came along, to contract with them so that way we don't have to worry about all of the details that goes with hiring an employee?

Mr. Forte stated, yes. If we can find somebody that would prefer to be a contract employee. The thing about contract employees, he has no control over time.

Mayor Via stated, right.

Mr. Forte stated, so for example, Rick's got some medical issues and he hasn't come to the office in weeks, months. He works from home. Mr. Forte stated he doesn't have that control on time accountability. He gets paid...

Mayor Via stated and you can't tell him to help Val with the parade.

Mr. Forte stated, right. It's strictly what he's contracted for. We could write that into the contract, if we know it in advance, we could write it into the contract, but he can't change it once the contract's been issued.

Mayor Via stated, right.

Commissioner Johnson stated if you hire someone part-time, how many is there... is there a regulated number of hours that you're allowed to work and still be a part-time employee?

Mr. Forte stated he thinks it gets based off the Affordable Care Act and he believe it's 30 hours.

Mayor Via stated under 30.

Mr. Forte stated, hours 35. What he would typically do is sometimes, because we work a two week pay cycle, they have to put in less than 80 hours in the two week pay cycle.

Commissioner Danio stated, right because one week he could be working 50 but the next only work 25.

Mr. Forte stated, right.

Commissioner Johnson stated you have to be careful of not letting...

Commissioner Danio stated we're never going to have two events two weeks in a row.

Mr. Forte stated there shouldn't be anymore. We had that last year and the projected schedule, which has not yet been finalized, is pretty much in place and we kind of know what that is. It depends what the job is going to be. It's coordinating the lighting and the and the equipment and the security company and the cleaning company. There's a lot of work leading up to the event that he thinks will take some time.

Mayor Via asked would you place him under Mr. Cox?

Mr. Forte stated he would work with John.

Mayor Via stated and then could he use him for some of the outreach he did? For instance...

Mr. Forte stated if it is part-time, working for the city, we could have him do whatever we want but if he's contracted then I'm kind of limited on the contract agreement.

Commissioner Johnson stated but if he's part-time, he doesn't get all of the benefits, right?

Mr. Forte stated they still get FRS benefits, they don't get health benefits. They get part-time FRS credits but not the health benefits. He thinks they get half time for the holidays, stuff like that.

Commissioner Danio asked, what exactly are you looking from us?

Mr. Forte stated permission to allow him to hire contract employee or a part-timer to fill that spot. It adds another half FTE to our employee count. Mr. Forte stated while he's on that subject, staff met with the Chamber board. We met with their staff last week and he met with the Chamber board yesterday, Commissioner Penny was part of that because he's on the Chamber board and there's some discrepancies in the monies that are remaining with the Chamber that they owe the city for the concerts. It comes down to whether or not the city owes them \$2 per ticket for the tickets that were issued at no cost, the free tickets. It was a little bit of a of a debate over whether we should owe that or not owe that. He did find two draft documents that were redlined and in the process of going through the approval that said any ticket issued, whether paid or complimentary, the Chamber would get a \$2 processing fee. So, having that, one may conclude that yeah, they probably should be entitled to the \$2 per ticket. Even at that, if we credited them, it would still be about \$400 short or we would be made whole.

Commissioner Penny stated we're whole because it's the Chamber paid you \$400.

Mr. Forte stated they would pay us the \$400 and then they'd have some money left over. So it's kind of a wash. If we pay them and they pay us back or they don't pay us. For accounting purposes, we're going to do a note to file, whatever it's called, and we're going to put in there

that based on these draft documents that were never signed, we believe that it was probably appropriate for them to get the \$2 per ticket issued regardless of whether it's a paid for ticket or not.

Mayor Via stated, right. So we don't have to exchange the money. It's just you owe us this, we owe you that.

Commissioner Currie stated, okay.

Mayor Via stated it's a wash.

Commissioner Penny stated they closed the doors with \$38 in the bank he thinks.

Commissioner Currie asked what do they do with that?

Commissioner Penny stated they donate it to a nonprofit.

Mayor Via stated he was in favor of doing it that way. He thinks we owe them that money and then and he doesn't want to write it off. The other option is just to write it off, as we didn't collect what was owed to us. But in reality, we owe them that money anyway he would rather do it that way.

Commissioner Penny stated, it's cleaner.

Mr. Forte stated that will make the agreement finalized.

Mayor Via stated and it's fair. So, Mr. Forte has that. Let's go back to the part-time employee and let's see the will of the Commission. **There was CONSENSUS FOR THE PART-TIME EMPLOYEE NOT MORE THAN 40 HRS A WEEK.**

5. **PICTONA - USAGE OF SICA HALL AND CHAMBER OF COMMERCE BUILDING FOR SENIOR ACTIVITIES**

1.

Pictona - Usage of Sica Hall and HH Chamber Building - Senior Activities

(Requested by Valerie Manning, City Clerk)

Mr. Forte stated in your agenda packet there's a letter from Rainer that talks about some opportunities for Pictona to run programs at Sica Hall and at the Chamber building. The front office area would still be used as office space and he doesn't know if he would put the CRA office over there, if he has room to keep the CRA office over here or if Pictona would need it but they think that they have enough interest in some of these programs at the Activity Center, which they will call Activity Center instead of Senior Activity Center. They have enough interest that they think they could expand those in both physical and mental programs. Everything from dance classes to it's called BAM (Balance In Motion), things like. Especially, when they have tournaments where there's so many people there that they can't put the classes on because those rooms are being used for tournament processing. They think that they could expand into those two areas

and be successful. Two things, well a couple things. One is they would, we would still, that like we've done on the others, we would pay the utility cost, the electric,, the water the trash, we would pay for the maintenance of the building, air conditioning, if doors break, things of that nature but they would take care of the custodial work. Instead of having one of our custodians go over there they would be responsible for custodial work. That's one thing. There's the name of what it would be. Comes up to question, is it Florida Healthcare Activity Center at Pictona in Holly Hill? It's an awful lot of words in there and he wants to make sure that we get what we want before...it's going to have to be a separate agreement, so we need to make sure we get what we want before that agreement is signed and not look back and go I wish we would have done something different. Mr. Forte stated not that he needs those decisions today, he wanted to at least get to this point to see if the Commission was in favor of him going over and talking with Rainer about some of these opportunities and see where we could land. We already pay for the Director of the Activities Center so that's already a fee that would be in there. They would pay for the part-time or they would hire an additional part timer. We don't have a recreation department so maybe this is an opportunity where they can grow and they said they would coordinate their programs with whatever is happening over at the YMCA so that it's not in conflict.

Mayor Via stated you're looking for ideas before you go back to start the process to draw up a contract with Pictona.

Mr. Forte stated he wants to at least get the conversation started and then as the conversation gets started he will get back with the Commission and say look here's where we're talking and then the Commission gives him their feedback as to what they think is good or bad or what you want to see different.

Mayor Via stated his thoughts are, one by one, is he thinks it's a good idea to let them use Sica Hall because they're expanding their activities, that's great for the surrounding community. He is not, as of right now, in favor of telling them that they can use the current Chamber building. He thinks that it could be used for additional city offices. As Mr. Forte, you and I have talked about, if needed, as well as, other things. He heard today and I haven't talked to you about this Mr. Forte, I don't know if you heard this but I heard through the grapevine, I hadn't talked to them directly, that the Historic Society was interested in expanding as well. I guess Commissioner Danio, you've heard that as well. I haven't talked to them directly but I think it's something we should consider. I'm not saying that's what we should do today but I think there's better uses for that building than Pictona at this moment but I do agree that to allow them to expand Sica Hall. I think for dancing and ballroom dancing and those things I think Sica Hall is awesome for that. That's a great facility that they should be able to use. I'm for that. Mayor Via stated when it comes to the question of the naming he thinks that, is it Florida Healthcare, right now? The sponsor? They pay for that so they obviously have to stay in the name. If Pictona is going...

Mr. Forte stated let him just clarify, they paid us an amount of money of which we used that money to pay for almost 50% of the salary but that's only for five years. He doesn't remember what the number was. He would have to go back; it might have been \$100,000 and we used \$20,000 a year for 5 years toward the salary, something of that nature.

Mayor Via stated so, it may fall off at some point.

Mr. Forte stated it definitely will fall off unless...and they have a 10 year agreement, so 5 years' worth of pay for 10 years' worth of naming rights. This was one of the agreements that was done early on that we didn't know what it was going to be so, they kind of got a pretty good deal.

Mayor Via stated, okay. He thinks that and he doesn't have a name for Mr. Forte today but if Pictona wants to be...so, in the letter it said that Pictona wants to capitalize on the goodwill of the Activity Center and use that positive publicity for themselves and then it did say in the next line that Holly Hill would probably want the same and of course he thinks that we want to see that when it comes to the Senior Activity Center. That is something that this Commission fought for and we made sure that was in there. We added that. We funded that and we still fund an employee over there or half of it. He thinks that our...if their name is going to be in it, our name needs to be in it. It does get very cumbersome. The official name could be longer. He was thinking maybe we could come up with an acronym but that's always tough because then you got to check the acronym make sure it doesn't mean anything you don't want it to mean but that's a tough one for me. He's going to have to chew on it and get some ideas for that. At the end of the day it may be that Pictona and Holly Hill don't have their name in it because and at the end of the day, the sponsor is paying for that and he wants them to sponsor it again and once that contract runs out...

Mr. Forte stated the sponsor's name will always be part of it.

Mayor Via stated, right and it may change. It may just become known as The Activity Center even though the full name is yada yada yada. That's how he feels.

Commissioner Danio stated the one guy from The Historical Center, he comes in quite a bit, the young guy Jordan, and he was talking about them being interested in expanding too. I'm kind of with you Mayor on that. I would think they would have the right to have first dibs on it, I would think.

Mayor Via asked so you're saying hold off on that but then the name, do you feel the same?

Commissioner Danio stated the name is all logistics, we'll figure that out.

Mr. Forte stated so, hold off on working with the Historic Society?

Commissioner Danio stated, no. I think they should have first write a refusal before...

Mr. Forte asked you want me to engage the Historic Society?

Commissioner Danio stated, yes because they're talking about it anyway and they're already there.

Mayor Via stated we should see what they propose, he thinks. He would like to hear them out too. Not saying I'm going to do that but I do want to hear what they have in mind.

Mr. Forte stated, okay.

Commissioner Penny stated he's in agreement with Sica Hall, that's a no-brainer and the name we can figure that out in the details later. He's just a little concerned about what goes over at the old Chamber building. Mr. Forte was talking about bringing in a part-timer in the CRA Department. He thinks that front office screams for that department to be over there and if the Historic Society wanted to do something in the back he wouldn't be opposed to that. He would like to see the Historic Society have a little skin in the game. He would like to see them raise a little money and do something. We pay all the bills over there. He's been approached by three different members of the Historic Society. He thinks they think it's a given that they're just going to, when the Chamber moves out they're just going to fill their stuff in. He was at one of their special events last month and it's a terrible setup the way they have it because they served refreshments and they don't have a sink. They have to wash their dishes in the bathroom. There's no access to a sink on that so when the building was split or constructed, there was no thought of it being a 50/50 building, at the very least, they need to have some access to that kitchen area there and he doesn't know if you can move doors or what but so he's not opposed to them going over there but he really thinks that John's office is going to get pretty small if he has a part-timer in that little 10x10 room he's in now.

Mr. Forte stated he would rearrange things.

Commissioner Penny stated if we're going to expand and we have that space, let's not give it away if we have a better use for ourselves.

Mayor Via stated, agreed.

Commissioner Currie agreed.

Commissioner Johnson stated he just doesn't believe you should paint yourself in a corner. You should allot room no matter what. That's what we can do. We say the Historic Society can take it if they're not paying anything, what do we get out of it.

Mayor Via stated what I'm hearing and correct me if I'm wrong, but he hears **CONSENSUS** that we are all in agreement of Pictona being able to use Sica Hall but not the Chamber building at this time and we'll figure out the name as we go along, is that correct? **There was CONSENSUS FROM THE COMMISSION.**

Mr. Forte stated while he is on this subject, one of the other challenges that we have and Rainer sent him an email over the weekend that there was a little bit of scuttlebutt. *(Mr. Forte is showing a map of the city yards on the overhead projector at this time)*. Rainer had heard a rumor, some scuttlebutt going around that one of the Associations was considering not going back to Pictona because of the parking problem. Now the person he heard that from also isn't aware of all the parking that really is available on site and

offsite. Mr. Forte stated last Monday he did go with Antoine to look at the back of city yards and my initial thought was maybe we can cut city yards in half and give them this whole back half. After I walked the area with Antoine and realized what's back there and what they need access to and having enough area for trucks to move and turn and pick up dirt and drop dirt and there's sand for sandbags, there's dirt from the streets from the street sweeper, this is a pile of millings that eventually will go down but it's still there. What Antoine was recommending is that we give them a section from right about...there's a gate down here from this side of the gate and bring it up so that it matches this side of the gate over here and just fence all this in and then we would use some of our heavy equipment to just kind of level it out and make it more parkable. He doesn't think...would we put millings?

Antoine Khoury, Public Works Director/City Engineer stated we spread the millings.

Mr. Forte stated we'll spread some millings just to stabilize it a little bit but not go into anything fancy. That we can do in-house and then if there's anything beyond that, like the need for lights, he kind of thinks that would be a Pictona expense, whether it's generator lights or power run to spotlights up there or whatever it may be. He wanted to kind of throw that out to the Commission to see if they support that recommendation. He doesn't know how many cars they could actually fit in there.

Commissioner Penny stated it looks like there's 50 cars there right now; you could get 200 there easy.

Mr. Forte stated it's certainly an improvement if we could...now, it would be given to them as needed, so it's not like they...we would have one of those a lock in a lock where if they need it, they'd have access to it but if we need it, we have we have access to it. We'll have to coordinate. If a hurricane comes and we don't have room on the old school side for debris, that's our debris area. If we need an area for sand for sandbags, we have to use it for that.

Mayor Via stated he thinks, first and foremost, it's ours but it's obvious that they need more parking, we all see that. The real problem with parking exists when it rains because then they can't use that field.

Commissioner Penny stated, right that was the whole problem, the retention ponds.

Mayor Via stated and he thinks, it's hit or miss if that's going to happen or not. He thinks if you don't have that problem then this will be more than enough space. He's willing to say yes to this but I agree with you, Mr. Forte, that I don't want the city to spend extra money to pave it and to dedicate it and do all this put in permanent lighting. He thinks portable lighting, if there's tournaments happening at night then Pictona can have that down there and he thinks that will be a decision on them. That's just where he's at on it.

Commissioner Penny stated he knows for the last tournament, they actually had golf carts and they were shuttling people back and forth.

THERE WAS CONSENSUS FROM THE COMMISSION ON THIS.



6. PICTONA IDENTITY / SLOGAN

Mayor Via stated Vice-Mayor Penny, you brought this up and I thought it was an amazing idea. I love it. When you look at Naples and they stole our little thing but they beat us to the punch; it was fair. I've given a lot of thought to this. I have an idea. He knows that Pictona

has gone ahead without discussing it with us, he thinks maybe they caught wind that we wanted to work together to come up with a full slogan, that we could both use to promote it and they came up with *Pickleball Paradise*. Now, my opinion, probably doesn't mean much to them but my opinion is that, that's not a good slogan. He doesn't think of that as Pickleball Paradise. When he thinks of paradise he thinks of palm trees and tiki torches and although that place is nice that's not what that is and he doesn't think it separates us as a city. What he thought of is a playoff of we're already playing off of Daytona International Speedway by Pictona and we talk a lot about being the NASCAR of Pickleball. What they use is the World Center of Pickleball and it's available and they don't have to use it, we can just declare we are the World Center of Pickleball. We can't be the Pickleball Capital of the World because of Naples, unfortunately, but the World Center of Pickleball. He wanted to throw that out there Commissioner Penny because he told him he would give it a lot of thought.

Commissioner Penny stated he thinks it's a good idea. His struggles with this thing is... he thinks it's a great idea, he just don't know what the words are. He really sees it going past the slogan and incorporating Commissioner Danio's "peanuts around the city" would be fiberglass pickleballs in front of businesses or in a park or somewhere and so and have a local artist paint them and that ties into our mural theme and it's kind of all coming in full circle. He likes the Mayor's idea. He thinks it's something that whether, honestly Pictona is going to spend more marketing dollars on this than we will, so he doesn't think we should do something that offends them but he likes the Mayor's suggestion and there could still be shirts that say Pickleball Paradise.

Mayor Via stated, yes. He's not saying take it away.

Commissioner Penny stated, no but he thinks that's a good idea. He likes the World's Most Famous but it does...now we got to make sure, has anyone else declared that?

Mayor Via stated, no. We looked it up and we didn't find that at all. It's kind of a playoff of racing...

Commissioner Penny stated we're right there.

Mayor Via stated we are and then my thought too on it was that he thinks it would catch on and he thinks of ESPN when they're showing it. "We're here at Pictona at Holly Hill, The World Center of Pickleball", they're never going to say Pickleball Paradise. It's not catchy. What we should do is tell Rainer that this he came up with this and said it and then we're just bringing it back up and he thinks he'll be for it. He thinks that's the way we approach this. We shouldn't shove it down their throat, he's not saying that but what he is saying is that as we promote this we promote this brand just as Daytona is *The World's Most Famous Beach*, just because they declared it. We declare ourselves, *The World Center of Pickleball*, that's his thought.

Commissioner Penny stated he likes it. She has a Pickleball group of about two dozen people that we regularly play with and so she's said something to them, "hey if you could come up with a slogan what would you come up with?" She likes the Mayor's.

Mayor Via stated pass that one by them.

Commissioner Currie stated she's going to ahead and throw this out, just because she told them she would, "Holly Hill Home of Pictona" and "Holly Hill Pickleball Mecca at Pictona" but she does like "The World Center Pickleball."

Commissioner Penny stated that rolls off your tongue a lot easier.

Mayor Via stated it's concise. It means so much within a few words.

Mr. Forte asked do you want me to present that or bring it up in conversation?

Mayor Via stated he thinks it first it starts with us. He thinks that as we promote Pictona anywhere, we've been in magazines and whatnot, we add that slogan to it right underneath, "The World Center of Pictona" and we start using that verbiage. If they want to pick it up that's great. He doesn't know, Mr. Forte, you have a good relationship with the Martens, maybe you could bring it up if you feel that's the best way to go about it. He wants to do it in the best way possible. He thinks that it's advantageous for them and it's advantageous for us because for them they want to be known as The World Center of Pickleball.

Commissioner Currie stated Mayor, are we doing Holly Hill World Center of Pickleball or...

Mayor Via stated he would say it's not our official slogan for everything and everywhere. We don't have that...

Commissioner Currie stated just The World Center of Pickleball.

Mayor Via stated if it's specific to Pictona, we're promoting that we are The World Center of Pickleball. Hopefully, in conjunction with Pictona, so you could talk to the board about it Mr. Forte.

Commissioner Johnson stated it seems like it's growing fast. It's not going to back up again. We're going to go forward. He was thinking about back up to the question before that one, if we don't have enough parking for people to park, it's going to eventually, some of it's going to go away. People don't like that. They don't like to try to find a place to park on the street and walk or some place; they got to worry about, like on the beach side, every time you park you got to worry about if the car is going to get towed before you get back. He thinks we ought to, at least, look into the minimum amount it would cost to make a parking lot, whether you have to pave it, or gravel it or whatever, to where it's accessible when it's raining, or whether the weather is bad or and to have access to the parking lot back in Pictona, whatever. He thinks, to him, that is a big thing. He believes you've got to spend some money to make money. He's always been that way. He doesn't look at it like if we use a parking lot we already have but if you can't use it during bad weather, we have our share of it. He thinks we ought to at least get some kind of idea of how much it would cost us to improve the parking lot even if we don't have to contract it out.

Commissioner Penny stated, Mayor, he honestly thinks we could use the words, Pictona and

Holly Hill interchangeable in that slogan because he was recently talking to a guy yesterday and he just came back from a cruise, he works a mile away from Pictona, he's never been there, he asks me about it all the time, he played Pickleball on the cruise and they played on the basketball courts and it's got a glass wall around it but he was playing with people he never met from all around the country and when he told them where he lived, they knew Pictona. They didn't know it was in Holly Hill but they knew Pictona was in the Daytona Beach area and he wants ESPN to say we're at Holly Hill, The World Center of Pickleball. They can say Pictona World Center of Pickleball but if they say, if they interchange those two words, we get more credibility from it he thinks.

Mayor Via stated he agrees. He thinks it would be most beneficial to be able to work with them. He just thinks maybe it shouldn't be his idea. Maybe it comes from one of you guys. Just throw it out there.

Commissioner Penny stated he sees Rainer a couple times a week so he will throw it out to him.

7. SOLID WASTE FINDINGS UPDATE

Per the Mayor, he asked that they hold off on this discussion and they could possibly have Mr. Forte bring it up under his comments at the end of the regular meeting tonight.

8. NEIGHBORHOOD COMMUNITY MEETINGS FOR DEVELOPMENTS

Mayor Via stated he didn't get to ask Mr. Walker if he was prepared for this or whatnot but I did ask him some questions about it. If I state you wrong or whatnot, feel free to correct me, unless you are prepared to present anything on this. I can talk about it and then you can come up if you have something to add. Mayor Via stated we have talked about this in a couple other meetings. As an example in January there will be a development coming before us that is for town homes and currently we do not have a requirement for a developer that's coming in to hold a developer initiated neighborhood meeting. Other communities do and he asked Mr. Walker to reach out and at the time that he responded a couple weeks ago, he reached out to 10 cities with regard to whether or not they require that a developer hold a neighborhood meeting prior to rezone or a future land use amendment being formally presented. The results are as follows: Port Orange is yes, Ormond Beach yes, Daytona Beach yes, DeBary yes, and then there's six others. Out of the 10, four were yes that they require these neighborhood meetings, It's not unusual and so what he would say is and what I'm asking the Commission tonight is to give staff direction is to have them prepare an item to come back to us for us to require if there's any future land use amendments or rezones that are abutting residential properties that we require the developer to first, before it goes to the Board of Planning and Appeals, to hold a neighborhood meeting. A developer initiated neighborhood meeting. They will invite the people within that radius that they have to do. What he will say, in January the item that's coming before us, even though we don't require that, Mr. Walker reached out to the developer and they agreed to hold one of these meetings and he understands today Mr. Walker told him that there were six people at that meeting. Here's the thing, we all see it that when we have a rezone or future land use, we're sitting as a quasi-judicial body and a lot of the residents come out and they come before us and they ask questions. Technically, we're not really here to answer those questions. We're here to hear the input that they have on the item but the problem with that is, is that unlike us government junkies that know that we can look up the agenda and go through all the items, we can call staff, we can make those calls, a

lot of times they have legitimate questions that they just want answered and they didn't know prior to this meeting they could call and talk about this. What this does, he thinks, before it even goes to the Board of Planning and Appeals, the developer holds the meeting, answers any questions that they have. Furthermore, here's the input and that might actually, before they come before the Board of Planning and Appeals, make the developer go, "you know what, we're going to add extra park space or we're going to address this, we're going to address that because this is the needs of that neighborhood." He thinks there's only benefits to doing it. He doesn't think that any developer would say, "oh, I'm not going to go to Holly Hill to try to do anything just because I have to hold one meeting", especially, because these other cities require these meetings as well. He thinks it's simple and he thinks it creates more education. He thinks it gets answers and it also allows the community to have more input. He just wanted to see if there was enough support to have staff come back with an item so that we could put an extra requirement on it.

Commissioner Currie stated she was actually at a neighborhood meeting that a developer was doing off of 6th Street, the News-Journal, because she had several residents contact her and she knew that there was a lot of concern, a lot of misinformation, people thinking Holly Hill was involved and she decided to go out there just to see what was happening and try to clear up some

Misinformation. She can tell them, they were there maybe 20 or 30 minutes, it wasn't a long meeting but there were a lot of questions and she thought to herself, this is a pretty good idea to have this because a lot of this can be quashed before it gets to even the Board of Planning and Appeals. She can support that because she actually saw how well that worked.

Mayor Via stated, yes. Good, thank you.

Commissioner Currie stated she can definitely support that, Mayor.

Commissioner Penny stated his only concern is do the other municipalities put a size limit on the
on the rezoning or future land use because if you're doing a 50 by 100 lot, it sounds like a lot of work for nothing.

Mayor Via stated it's a mixed bag of what they do or what they don't and he has an email here from Mr. Walker and he would know better than him on the details but what we could do Commissioner Penny is we can ask staff to go through and give us detailed information on what is required in each municipality.

Commissioner Penny stated he's fine with that.

Mayor Via stated he thinks then we pick and choose the best of each because nobody, he thinks, is 100% right. So, let's pick and choose what works from Daytona and Port Orange and Ormond and what doesn't work we could throw out because we're unique and we don't have many available properties for development but we do have several that could be redeveloped in the future. Are you good with that?

Commissioner Penny stated he is okay with that.

Mr. Walker stated it may just be helpful to know that the vast majority base the meeting on what type of development is going next to residential. Most of them say if you are rezoning and you are going from let's say residential to multi-family next to residential or commercial next to residential industrial, that is primarily what he saw. He didn't really see any that had to do with size but more the type of development going into residential. If you're going from commercial to commercial many didn't require a neighborhood meeting or residential to residential but anything where you were increasing intensity next to residential, that's more or less what he saw.

Mayor Via at a bare minimum, anytime density is increased that needs to be taken a look at or if residential is moving to commercial. Yes.

Mr. Forte stated he thinks typically those meetings are not attended by staff. It's held by the developer.

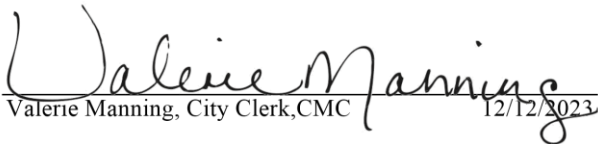
Mayor Via stated, correct.

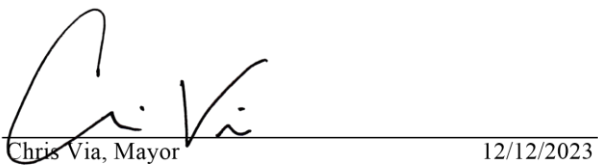
Mr. Forte stated the community. He just wants to make sure everybody understands we wouldn't have representation there.

Mayor Via stated, correct but it's a requirement that we have them. Hold it so that way they can hear the community and get answers to the residents that are looking for them.

9. ADJOURNMENT

The workshop adjourned at approximately 5:55 PM.


Valerie Manning, City Clerk, CMC 12/12/2023


Chris Via, Mayor 12/12/2023