

CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

AGENDA • FEBRUARY 9, 2021

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



City Commission Chamber
City Hall
1065 Ridgewood Avenue
Holly Hill, FL 32117

CITY COMMISSION MEMBERS

Mayor
Chris Via

District 1 - Commissioner
John Penny

District 3 - Commissioner
John C. Danio

District 2 - Commissioner
Penny Currie

District 4 - Commissioner
Roy Johnson

CITY MANAGER
Joseph Forte

CITY CLERK
Valerie Manning

1. CALL TO ORDER

- a. Roll Call
- b. Invocation by Mayor Via
- c. Pledge of Allegiance

2. ROAD RESURFACING DISCUSSION

- 1. Road Resurfacing Program
(Requested by Joseph Forte, City Manager)

3. PICTONA TWO DISCUSSION

- 1. Discussion of Pictona, Phase II
(Requested by Joseph Forte, City Manager)

4. ADJOURNMENT

Website Address – www.hollyhillfl.org (City Clerk)

NOTICE – If any person decides to appeal any decision of the City Commission at this meeting, he/she will need a record of the proceedings and, for that purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.



For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 248-9441



Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.

In accordance with the Americans with Disabilities Act (ADA), persons needing a special accommodation to participate in the Commission proceedings should contact the City Clerk's Office no later than three (3) days prior to the proceedings.



**STAFF REPORT
CITY OF HOLLY HILL, FLORIDA**

**City Commission
Agenda Item**

2.1

MEETING DATE: February 9, 2021
FROM: Joseph Forte
SUBJECT: Road Resurfacing Program
NUMBER: (ID # 3206)
APPLICANT:
PLANNER:

DISCUSSION:

The purpose of this workshop item is to discuss the road resurfacing program. The City Manager will present which roads have been resurfaced over the past 5 years and a plan for the next five years. With a limited budget available for road resurfacing, it is important for the Commission and staff to understand the priorities to get the best results with the funds available. The discussion should result in an agreed upon five year road resurfacing program.

Maps will be provided the night of the work session.



**STAFF REPORT
CITY OF HOLLY HILL, FLORIDA**

**City Commission
Agenda Item**

3.1

MEETING DATE: February 9, 2021
FROM: Joseph Forte
SUBJECT: Discussion of Pictona, Phase II
NUMBER: (ID # 3205)
APPLICANT:
PLANNER:

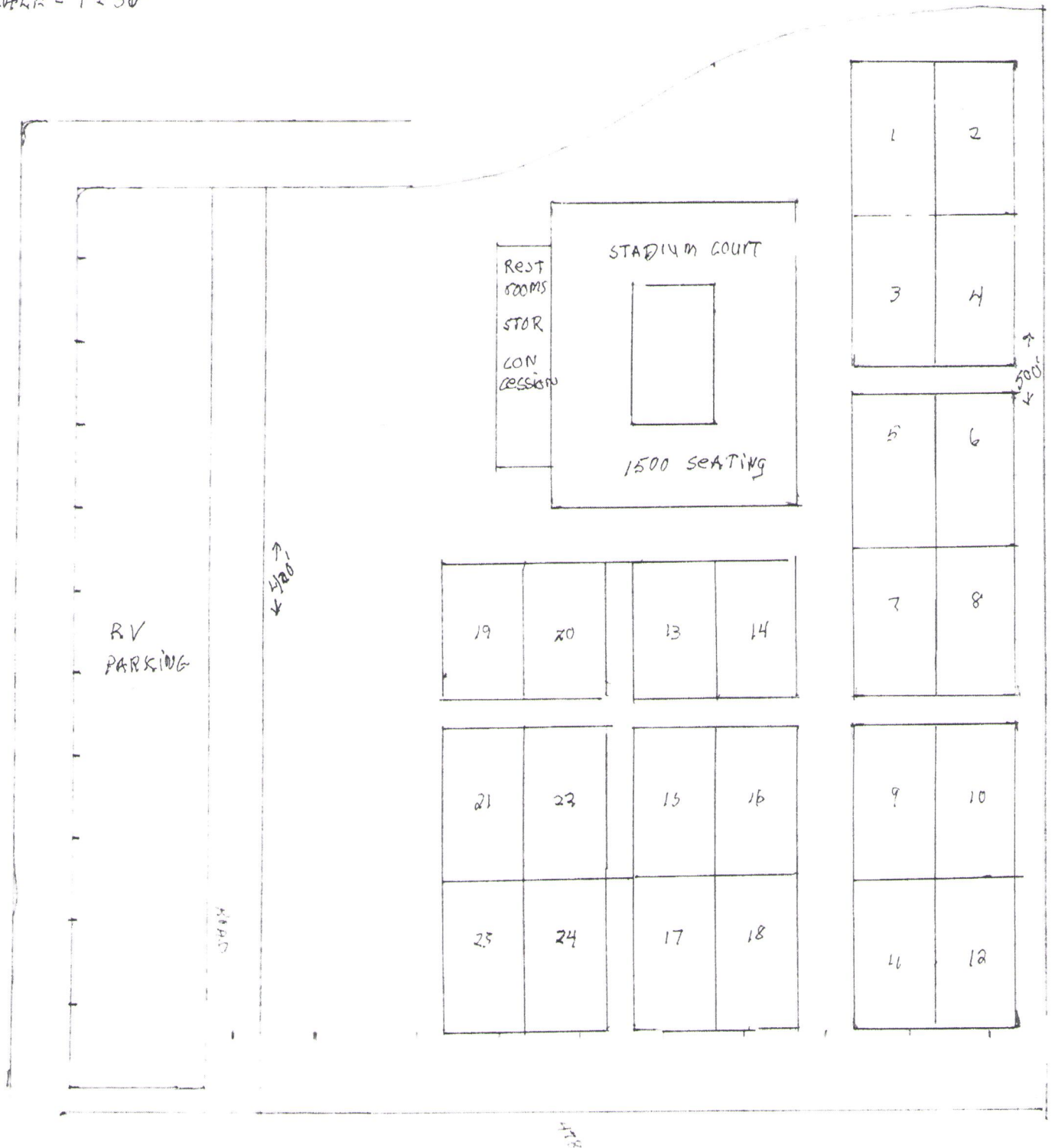
DISCUSSION:

Pictona has been very successful since its opening day in September and has continued growth in its membership. The Martens are now interested in developing what they envision to be Pictona, Phase II, which would add another 24 courts plus a championship court. Phase II would be the location of most local and regional tournaments and for larger national and international tournaments the entire complex would be used. The championship court could be used by the city for community functions and local performances. The purpose of this work session is to discuss the conceptual plans the Martens provided to the City Manager and City Commission's thoughts on whether to move forward considering Pictona II as an option. At the discretion of the City Commission, additional public forums may be necessary to keep the community informed and involved. Immediate challenges that would need to be addressed are the required parking spaces and stormwater retention.

General information is found in the attached letter and conceptual diagram. This open discussion is for the City Manager to seek Commission direction.

- Pic2 site plan (2) (PDF)
- Pictone Phase II concept (PDF)

SCALE = 1" = 50'



Attachment: Pic2 site plan (2) (3205 : Discussion of Pictona, Phase II)



Pictona Two

Pictona Two is phase 2 of the Hollyland Park developments. Its purpose is to further enhance Pictona as a major pickleball tournament site and educational center for all things pickleball. A secondary purpose is to provide a place for local performances where seating of 1000 to 1500 people is provided.

Currently we have 24 courts and for most of the time they are not all used with less than 600 members, and with about 150 members attending each day. Currently we are hosting two tournaments per year, one in the fall and the other in the spring. We have chosen not to host more tournaments because we don't want to deprive our members too much from playing on their courts.

Building another 20-24 courts on the south section of Hollyland Park would increase the number of courts we have to let us host very large tournaments (just behind the US Open and USA Pickleball National Tournament) with up to 1500 to 2000 players. In addition, we would be able to host smaller tournaments (300 to 1000) and not use all of our courts, permitting our members to continue to play as well. With Pictona Two available we could host local, regional, state, and national tournaments frequently.

Pictona Two would permit us to pursue these additional activities:

- Provide more instructional programs for not only local players but from outside the area.
- Conduct training programs for young people in the area.
- Offer 3- to 5-day residential camps for older youth.
- Offer camps for "snowbirds" of various durations during the winter months.
- Develop an interscholastic program among the high schools in Volusia County.
- Train physical educators and recreation leaders to deliver our First Steps youth curriculum.
- Partner with other organizations to conduct courses for training instructors and referees.
- Host community entertainment events.

Pictona Two would have a championship court with seating for 1200-1500. This would be a valued feature for tournament play. Some possibilities with the design are that the bleachers would surround the court, with perhaps the bleachers at one end being moved away and replaced with a stage, making it possible to host performances. We may want to place a cover over that end of the court. We will need a building that will have restrooms, much needed storage space, maintenance area, small office, and a food dispensing area (vending machines or concession stand during major events).

Revenue would be generated by charging fees for instruction and use of the courts. We would also charge admission to championship pickleball play as well as sales from concessions. We would also charge for entertainment that Pictona arranges or leasing out the facility for others to use.

Expenses would be mostly personnel. We need an event director and an associate as well as custodial help. When hosting major events we would employ temporary help.

A good size contingency of seniors who are in to pickleball, live the RV life moving around the country to pickleball locations, and we have had a good amount of interest expressed in providing RV spaces. If space permits, we would also like to provide RV parking immediately adjacent to the courts to attract this mobile audience. We are looking at various locations for about 10-15 RVs to park in Pictona 2. We would install the utilities needed by RVs. Depending on the location the cost of construction if a road is needed may be \$200,000. Other locations would need less road construction.

One possible way that we could have the RV spaces financed, would be that Martens Charities would pay the expense and then would receive the rental income until the Charity is paid back or up to 10 years. Then the revenue would transfer to Pictona. Rough projections guesstimate that it would take 7-8 years for a payback.

Financial Plan

Construction costs may approach \$2 million.

Martens Charities	\$1.4 million
City	\$0.2 million
ECHO grant	\$0.4 million

Operating Income and Expenses

Income			
From the various sources outlined above	Yr 1	Yr 2	Yr3
	\$200K	\$400K	\$600K
Expenses			
Payroll	\$125K	\$175K	\$250K
Other operating	\$50K	\$100K	\$150K
Net profit for Pictona	\$25K	\$125K	\$200K

Issues to Explore

How does the City of Holly Hill view this plan?

What water management issues may we have with the limited space?

How do we provide sufficient parking?