



CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

MINUTES • MAY 27, 2025

City Commission Chamber

Work Session

4:00 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

Attendee Name	Title	Status	Arrived
John Penny	Mayor	Present	
Debra Snow	City Commissioner	Present	
Penny Currie	City Commissioner	Present	
Jeffrey DeLanoy	City Commissioner	Present	
Roy Johnson	City Commissioner	Present	

2. GOALS - FINALIZING 5 YEAR GOALS

Karen Allen, Executive Director, Volusia League of Cities, facilitated the goal session workshop on April 24, 2025 and tonight's workshop. From that workshop, Ms. Allen summarized the information she gathered into this Goal Setting Facilitation Report. During tonight's workshop discussion there was **consensus** to add another paragraph in the "Commission Vision Statement" section pertaining to enhancing stormwater resiliency, infrastructure, etc., and to remove the "numbering" for the goals and just put a bullet in front of them; add support and create events or activities for early learning children, specifically ages 3-7 year old's; in the section for *Optimize Use of Tyler Software System*, add the language "communications to our community" to the existing paragraph; under the Public Works Goals add a third bullet with language similar to "continued commitment to renewal and replacement of existing infrastructure." The following facilitation report was discussed:

Introduction

On Thursday, April 24, 2025, from 12:00 p.m. to 5:00 p.m., the Holly Hill City Commission, City Manager, and Department Heads participated in a facilitated goal-setting session. The purpose of the session was to identify strategic priorities, strengthen alignment among commissioners, and guide future planning and resource allocation.

The session was structured to foster open dialogue, build consensus, and focus on actionable outcomes that reflect the Commission's shared vision for the community.

This report summarizes the key outcomes of the session, including major discussion themes, identified short and long-term goals, and recommended next steps. It serves as a foundational document for continued strategic planning, ensuring the City's leadership remains focused, collaborative, and responsive to the needs of Holly Hill residents.

Departmental Overview and Commission Discussion

As part of the facilitation process, each Department Head provided a verbal presentation outlining their department's priorities, operational needs, and strategic goals. These presentations highlighted opportunities to improve efficiency, address current challenges, and enhance service delivery to Holly Hill residents.

Upon conclusion of these presentations, Department Heads exited the session. The City Commission then engaged in focused discussion, reflecting on departmental input while articulating their own individual goals.

This portion of the session emphasized alignment between Commission priorities and departmental objectives, balancing immediate concerns with long-term aspirations for growth and service excellence.

Commission Vision Statement

The City Commission articulated a unified vision for the future of Holly Hill. The Commission envisions a city that is both aesthetically beautiful and safe, with a strong sense of community pride, supported by thriving businesses and high-performing schools.

Holly Hill is envisioned as a year-round sports capital, leveraging Volusia Sports Center and Flight Gymnastics along with Pictona and related amenities to attract residents and visitors. Additional priorities include increasing homeownership, encouraging redevelopment, improving residential and commercial properties, and recognizing the Halifax River as one of the City's most valuable natural assets and economic drivers.

This vision provides a strategic framework for the City's ongoing work in governance, development, and community building.

ADDED BY CONSENSUS: Sample sentence - "Our city is committed to enhancing stormwater resiliency through innovative infrastructure, sustainable planning, and a proactive community engagement to better protect residents and the environment from flooding and climate related impacts."

Review of Existing Goals

The Commission reviewed previously adopted goals and expressed satisfaction with progress to date. Where possible, most goals have been completed or are currently underway. Building on that momentum, the Commission categorized new and existing priorities into four core areas:

- **Community Services**
- **Finance**
- **Public Safety**
- **Public Works**

City Commission and Department Head Priorities

Below is a summary of identified priorities from the City Commission and Department Heads. These shared priorities reflect a strong commitment to efficient service delivery, infrastructure improvement, and sustainable community development.

Community Services Priorities

- Recruit new businesses and redevelop existing businesses, particularly outdated motel properties.
- Maintain clean parks and recreational areas.
- Repair and maintain city piers.
- Strengthen the partnership with Pictona, including joint branding, shared slogans, and coordinated promotional photo opportunities.
- Increase homeownership throughout the city.
- Ensure Holly Hill's inclusion in the Wind Pool for insurance eligibility.
- Collaborate with the YMCA on a long-term strategic plan.
- Finalize a development and use plan for the LPGA property.
- Enhance engagement with Team Volusia.
- Promote increased community involvement by commissioners and citizens.
- Complete the Greenways & Trails network, partnering with adjacent municipalities as needed.

Finance Priorities

- Improve customer service experiences for residents.
- Explore expanded use of Tyler Software to streamline operations.
- Increase adoption and usage of the Eye On Water program.
- Identify alternative utility payment methods to minimize face-to-face interactions.

- Leverage technology and explore the use of artificial intelligence to increase efficiency.

Public Safety Priorities

- Enforce residential and commercial code violations more effectively.
- Formalize inter-municipal agreements on police and fire department cooperation.
- Modernize police technology and software systems.
- Plan for the development of a new police facility.
- Implement a Citizen Academy to foster civic awareness and involvement.
- Reduce drug-related criminal activity.
- Increase community policing presence.
- Address and reduce speeding violations.
- Develop succession plans within public safety departments.

Public Works Priorities

- Install traffic control devices such as speed bumps or speed tables in residential areas.
- Improve traffic signage citywide.
- Complete and implement utility resiliency plans in the water and wastewater division.
- Determine the future of the city's water tower-remove, retrofit, or preserve as a landmark.
- Identify, clean and maintain ditches and swales determined to be under the city's maintenance responsibility.
- Improve communication with the public regarding project updates and responses to community concerns. Add a link to the city's website for stormwater improvement updates.
- Develop a five-year repair and replace road and sidewalk program.

City of Holly Hill - Goal Plan

Based on unanimous consensus during the collaborative goal-setting session and a comprehensive review of the listed priorities, the City Commission has formalized the following goals. While not every individual priority from commissioners and department heads is represented, these goals reflect the collective vision and shared direction of the entire Commission. They will serve as the guiding framework for the City's future planning and will be presented for formal adoption at an upcoming Commission meeting.

Community Services Goals

1. Enhance Pictona Partnership and Community Branding

Develop and implement a joint marketing initiative with Pictona to promote Holly Hill as a premier pickleball destination. This may include co-branded slogans, mural installations, statues, and designated photo opportunities.

2. Redevelop Outdated Motel Properties

Identify and engage with owners of outdated motel properties to initiate redevelopment plans that eliminate blight and support productive land use.

3. **ADDED BY CONSENSUS:** "Support and create events or activities for early learning children, specifically ages 3-7 year old's." - When the Commission sees it, they will know what to call it - with a focus on the ages of 3 years old to 7 years old, emphasizing on parental involvement. Emphasizing parental involvement can be an objective under the goal. Any programs that are brought in can be geared towards parental involvement, community involvement, involving the libraries, whatever that may be as an objective under the goal. Possibly, once or twice a year.

Finance Goals

3. Optimize Use of Tyler Software System

Identify and implement additional modules or features within the Tyler Software System to improve operational efficiency, reporting capabilities, customer service and **communications to our community** (added to this paragraph)

4. Customer Service Training Program

Implement biannual (2x per year) customer service training for all public facing employees to enhance the

quality of service provided to residents.

5. Reduce In-Person Utility Payment Dependency

Implement at least one alternative payment option-such as a secure payment kiosk, 24-hour drop box, or mobile application- to reduce the need for in-person transactions.

Public Safety Goals

6. Enforce Compliance at High-Violation Residential Rentals

By May 2026, identify the ten residential rental properties with the most significant code violations and enforce all applicable ordinances, including fines, liens, and compelled property sales if necessary, to ensure compliance.

7. Enforce Compliance at High-Violation Commercial Properties

By May 2026, identify the ten most problematic commercial properties and pursue full enforcement of city policies, including fines, liens, and compelled sales when appropriate.

8. Develop a Five-Year Police Technology Modernization Plan

Direct the Police Chief to present a five-year plan to enhance police technology, which may include license plate readers, expanded drone use, and real-time surveillance capabilities.

9. Police Facility Modernization Plan

Direct the Police Chief to develop a modernization plan for the current police facility, including infrastructure upgrades and operational improvements.

Public Works Goals

10. Develop a Public Works Resiliency Plan

Direct the Public Works Director and Deputy Director to produce a five-year resiliency plan addressing stormwater management, infrastructure durability, and climate adaptation strategies. This plan will be attached as an exhibit to this report.

11. Improve Ditch and Swale Drainage Systems

Identify, map, and rehabilitate key ditches and swales, including those previously filled or neglected, to improve citywide stormwater flow and flood mitigation.

- 12. ADDED BY CONSENSUS:** Continued commitment to renewal and replacement of existing infrastructure. - Mr. Forte mentioned to the Commission to keep in mind that every year it will say “ongoing”; it will never be achievable but will always be addressed. *(Ms. Allen will provide some wording that will work and solve their discussion).*

Next Steps

The City Manager and Department Heads will begin preliminary planning and implementation of the goals outlined in this report. Formal adoption by the City Commission will initiate the official execution phase, with periodic updates provided to ensure accountability and transparency.

This report serves as both a strategic framework and a working document to guide Holly Hill’s growth, enhance quality of life for its residents, and position the City for long-term success.

Mr. Forte stated that the Commission still has to go back and put objectives with these goals. They have to establish some objectives to reach the goals.

Ms. Allen stated this here is identified as the strategic framework and a document to guide the Commission on what to do next. Ms. Allen will update this document and send it to Mr. Forte.

Other workshop discussion:

Commissioner Johnson asked about the water tower.

Mr. Forte stated that they will probably have a separate workshop on that and staff will present to the Commission in more detail the three (3) options that we have so that the Commission can make more of an informed decision on what they want to do.

Commissioner Currie asked if they are going to include cost?

Mr. Forte stated they will include estimates on it, yes. We do have some ballpark estimates on that but we can do that fairly soon, next month.

Commissioner Johnson stated so we can either remove it or we can repair it.

Mr. Forte stated it was to continue using it, it was to decommission it and leave it in place or tear it down.

Commissioner Johnson stated but we have to leave it full of water, right?

Mr. Forte stated if you decommission it you still have to leave it full of water but you don't have to exchange the water like we're doing all the time.

Commissioner Johnson stated it would have to have water in it or it could be dangerous in a storm.

Mr. Forte stated yes, it has to stay full.

Commissioner DeLanoy asked if there is a cost to it?

Mr. Forte stated, yes. There's annual cost for maintaining its integrity every year.

Commissioner DeLanoy asked what it would cost to paint it.

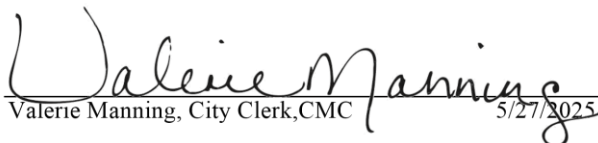
Mr. Forte stated he doesn't remember but it was quite high. When we repaint it they repaint the logo on it so that's really what the cost is but he will put together a workshop session with the three (3) options and the Commission can decide what to do with it.

Commissioner Snow stated that Brown & Brown is sponsoring an event with the Daytona Chamber of Commerce for elected officials to network with other people who might want to become an elected official and it's free for any of us to go and she just think it's a great opportunity for us to encourage anybody who's thinking about running for an office or getting involved. It's in July and she will send an email to Mr. Forte with the date and time.

Mayor Penny briefly mentioned Nancy Miller is the President of the Florida League of Mayors and she has been hosting symposiums around the State and asking local businesses to come. There was one in DeLand and he took Robin Hanger as a business owner and the next workshop is in Tampa on June 26th through 27th and he is planning on attending and staying overnight. He wasn't sure if he needed to get permission to represent the city or can he just go. He doesn't need the city to pay for anything. He just wanted to let them know that he plans on attending.

3. ADJOURNMENT

The workshop adjourned at approximately 4:45 PM.


Valerie Manning, City Clerk, CMC 5/27/2025


John Penny, Mayor 5/27/2025