



CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

MINUTES • MAY 9, 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

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. BRANDING

Commissioner Via shared his ideas about branding to the Mayor and City Commission. Commissioner Via spoke on the image and perception of Holly Hill, a branding that can be used city-wide over and over again, a realistic brand, expand on the city seal - "The City of Holly Hill" font ideas (referring to the logo that's on the city's water tower (that seal), attracting the right kind of businesses within the main corridor (US1), likes the phrase "River City Hometown", a lot of great things taking place in Holly Hill - some areas need some tightening up, would volunteer to help with branding.

Commissioner Currie agreed with Commissioner Via, has heard a lot of the same comments about the image and perception of Holly Hill, shared her concerns about the look of the US1 corridor, would like to see that improve, the city's image needs to change, it would help what the city allows along US1 as it pertains to out door displays.

Commissioner Byrnes agreed with most of what has been discussed but shared his concerns and disagreed with the limiting of out door displays because that helps the businesses but agreed that the look of how they are displayed needs to be improved and can be cleaned up, liked the idea of branding and improving the image and perception of Holly Hill.

Mayor Penny mentioned that perception is reality, there are businesses within the city that have low rents and the perception is if they come to Holly Hill they don't have to pay a high rent or keep up thier property, he likes the idea of branding and the image that it could bring to Holly Hill, the city should embrace the river more, a lot of good things are coming forth with the median improvements along US1, gateway signs, shared his concerns about the perception that if you come to Holly Hill "anything goes" and he would like to see that change.

There was **consensus** from the Mayor and Commissioners for staff to research branding ideas and move forward with the improvements along US1.

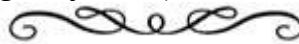
3. US1 OVERLAY DISTRICT

The Mayor and Commissioners and Mr. Forte discussed the US1 Overlay district. Mr. Forte shared the three Ordinances that pertain to the overlay district and briefly went through each one as it pertains to the prohibited and allowed uses along the US1 corridor. After looking over the ordinances, there was **consensus** from the Mayor and Commissioners to allow staff to bring some information back pertaining to possibly expanding the uses of the following in the district: tattoo parlors, carwash facilities, mini-warehouses, warehousing and distribution and possibly motor vehicle and marine/boat services and repair. They were open to help improve the businesses that are currently here and those that would like to come to the city. There was **consensus** to reduce outside sales along the US1 corridor.

1.

US1 Overlay District

(Requested by Valerie Manning, City Clerk)

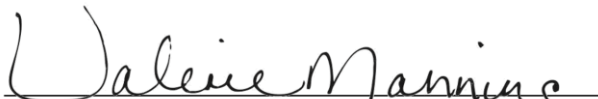


4. OTHER ITEMS FOR DISCUSSION BY CITY COMMISSION

The Mayor and Commissioners briefly discussed the idea of a special election and agreed that at this time they will not hold one. Suggestions were made for the Commissioners to speak to residents and see if they feel a need to have one, specifically pertaining to term limits. At this time, no action is being made.

5. ADJOURNMENT

The workshop adjourned at approximately 8:10 PM.


Valerie Manning, City Clerk CMC 5/9/2017


John Penny, Mayor 5/9/2017