

**MINUTES
COMMISSION WORKSHOP
CITY OF HOLLY HILL, FLORIDA**

JANUARY 10, 2006

1. CALL TO ORDER

Mayor Roland D. Via called the workshop to order in the Commission Chambers at City Hall, 1065 Ridgewood Avenue at approximately 7:55 p.m. Attending with Mayor Via were Commissioners Gilles Blais, Mark Reed, and Traci A. Anderson. Also attending were the following staff members: City Manager Joe Forte, Information Technology Director Scott Gutauckis, Public Works Director Milt Hallman, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

Absent: Commissioner John Penny.

2. SUNSET HARBOR MEMBERSHIP

Mr. Forte mentioned that he received a letter from Hugh Upton who is the proprietor of Sunset Harbor and in his letter he is offering to the City a free membership to Sunset Harbor. The purpose of that is to attract the City to bring prospects to Sunset Harbor. Generally, it's a \$12,000 membership to join but Mr. Upton is waiving that fee. There is \$100 a month dues which after speaking to somebody from Sunset Harbor they felt if he contacted Mr. Upton that fee would be waived as well. If that fee is waived than what it would cost the City is nothing more than if they entertained a prospect at any other location. This is not his request; it's an offer that was sent to him. This is not being presented for "him", it's being presented if this Commission, if you choose to participate, would permit, allow, or name whoever would be able to go there and sign. There's no secret that Sunset Harbor is a place where a lot of people go. It's a contact point. It's used for networking with people, one of their developers, businessmen, and other community leaders. If this is something the City wants to try he can contact Mr. Upton and ask him to waive the \$100 a month fee and charge the City only for whatever meals they actually purchase there or consume there which is no different than if he was to take somebody to Diamond Backs.

Commissioner Reed asked Mr. Forte how many times does he do that.

Mr. Forte stated not very often. Probably in the last year he may have gone and paid for maybe six or eight lunches.

Commissioner Anderson asked Mr. Forte where did he go for those.

Mr. Forte stated probably four of those were at Sunset Harbor and those were picked up by Mr. Buchanan who was a member there. Other times Mr. Forte has taken a client to Diamond Backs and maybe Las Marias. He doesn't have a whole lot of people knocking down the doors to come here and it's not something that would be a weekly or even a monthly thing.

Commissioner Anderson stated it doesn't even sound like it would be even yearly. At this point, it's a nice invitation for no fee. Otherwise it's not really anything that would be a great thing to do.

Commissioner Blais asked Mr. Forte if he goes by himself.

Mr. Forte stated he will either go by himself or with the Planner to meet with a developer or a business person. Sometimes it could be with another company, for example, he may bring the consulting engineers. There are times where they pay for it and then there are times where he would pay for it.

Commissioner Anderson stated if they can waive that fee, she would have no problem with it.

*There was **CONSENSUS** from the City Commission to authorize staff to see if Mr. Upton would waive the \$100 a month fee for membership at Sunset Harbor.*

3. DIGITAL SIGN USAGE POLICY

Mr. Forte stated that the digital sign came online last week and it looks very nice. Mr. Gutauckis is working with the software to put information on the sign. Port Orange has a municipal digital sign and they have a policy on how it's to be used. It will be used for announcing Commission meetings, Antiques on the Avenue, Farmers' Market and any events that the City may have. He would put together a policy customized for the City and present it to them at the January 24th City Commission meeting and set out some standards of what the sign would be used for or not used for.

Mayor Via stated he doesn't mind having a policy but if they could put something in there to where if somebody has a question they can ask the Commission and they can give permission at a public meeting.

Mr. Forte stated that's fine.

Commissioner Reed stated the only thing he would suggest in the policy, he wouldn't want any way someone can rent it out for a business or happy birthday's or anything like that.

Mr. Forte stated, right. No, he doesn't want to see the birthday stuff or anything like that. What he might suggest is if they get a new business in town, for example Pet Paradise, "Welcome Pet Paradise", he doesn't know if the Commission wants to go that far.

Commissioner Anderson stated if they do that than they are opening the door up. They should just leave it to City business.

Mr. Forte stated okay. There's enough City business going on to keep the digital sign going. Mr. Gutauckis will be the primary contact person for the sign.

*There was **CONSENSUS** from the City Commission for staff to bring back a policy for the digital display sign.*

4. CHRISTMAS PARADE

Mr. Forte stated that staff had their after Christmas parade meeting and handled a lot of the issues that came up and are trying to make each parade better than the last one. One of the items that came up was changing the direction of the parade from the South end of the City coming North to the North end of the City coming South. The distance isn't very different. One of the problems that they have at the South end of the City is since the sale of the Halifax Shopping Center which is where they used to do their staging area, they are now having to stage in the streets and they are on peoples lawns and blocking traffic. An alternative is to change the direction of the parade and come from the North end to the South end and end it in Hollyland Park. The food vendors would be over there and the vehicles could exit down 10th Street and enter the park from there. He can contact Publix and see if they can stage the floats and the large vehicles in their shopping center, launch the parade out of Publix and then somewhere around Florida Healthcare or the bank to stage the marchers, the kids, and the people that can't walk that long. As the vehicles are coming down they then feed the marchers into the parade. The full parade will actually be coming from 15th Street to Hollyland Park. At this time he asked the Commission for direction on this.

Commissioner Blais asked where would the viewing stand be.

Mr. Forte stated it possibly could be in front of the Chamber of Commerce or somewhere in front of the park. They can work out the logistics of that if they want him to and staff can come back to the Commission and let them know what they decided would work out best.

*There was **CONSENSUS** from the City Commission to authorize staff to check with Publix, Florida Healthcare, and the bank to stage vehicles and marchers for the annual Christmas parade at those locations and to have the parade start from the North end to the South end and end it in Hollyland Park.*

Mr. Forte briefly discussed the Holiday parties. He further stated that every year staff tries to find a place for the dinners and the City held the last Board dinner and employees dinner at Sunset Harbor and that seemed to be pretty nice. He wanted to know if the Commissioners wanted to continue doing that. Historically in the past, they used to have a Board dinner combined with the employees dinner and it got to the point that it got so large, nobody could accommodate the City.

Mayor Via stated, not only that, the Board members and the employees are two separate groups of people, and they weren't able to interact with them the same way.

Commissioner Reed asked if the employees were happy with the location this year.

Mr. Forte stated he got good feedback. He didn't hear any negative feedback.

Commissioner Reed asked if that's the first that he didn't receive any negative feedback from the employees.

Mr. Forte stated, yes.

Mr. Hallman added a lot of them said they were sorry they didn't come.

Mr. Forte stated if they're okay with it, they would like to start booking for this year before it gets too late.

*There was **CONSENSUS** from the City Commission to authorize staff to start booking for the holiday dinner parties at Sunset Harbor.*

Mr. Forte briefly discussed the new *Heartbeat* newsletter. Staff is trying to do the newsletter a little different. They have a different format for the next coming newsletter. Mr. Forte showed them what they used to do in 1995 which was four pages and this went out in a bulk mailing and not in the utility bills. For the new format, they are still looking to do it bi-monthly. Each department would have a certain section to fill.

Mr. Gutauckis stated he is responsibility for doing this and what he is looking for through Mr. Forte to the Commissioners is direction on how much money do they want to spend on this. Whether it's one page or four pages, the time put into it is expensive in labor and of course, how they want the public to see what the end result is going to be, that opposed to something like the Business Resource Guide (BSG). (*Mr. Gutauckis was referring to the glossy pages and colors*). What do they want the public to see? He needs to know so he can figure out what to put together. The bottom line is, how much do they want to spend on it?

Commissioner Anderson stated the biggest thing would be the information that's in it. That would be the most important thing; making sure everybody gets the information they need. She doesn't think so much whether it was glossy or not. Communication is one of the biggest things that everybody is looking for.

Mayor Via stated he likes the idea of the bigger typed letters so that older people can read it. If they expand it in any way, shape or form, they are looking at a bulk mail rate. If they have enough information to do it on a bi-monthly basis, that's good.

Commissioner Anderson mentioned it's about communication and she doesn't mind trying it for a couple of months.

Mayor Via stated they can do it green, black and white.

Mr. Gutauckis stated two color, four pages, bi-monthly

*There was **CONSENSUS** from the City Commission to do the newsletter in two color, four pages, and bi-monthly with bulk mailings.*

Commissioner Reed stated Mr. Rainey has gotten the City in this mess on Cave Avenue by buying and flipping the property and that's his business and that's fine but if his new project goes through, he feels that Mr. Rainey should buy that place back from Jarrod and Eric Krallinger and make them whole financially and donate that land to the City for a retention pond to show good faith that Mr. Rainey is trying to do something by not sticking the Krallinger's with property that's not developable, by not sticking the residents on Cave Avenue with something they don't want. He knows it won't solve the City's water problems down there but it will at least be an appearance where Mr. Rainey is trying to do something for the good of the City. He would like staff and the Commissioners to consider that.

Mr. Forte stated that's a good item, he thinks it would probably be more appropriate to talk about it the night of the January 24th City Commission meeting this way they have the applicants there to respond.

Commissioner Reed stated, okay. He had already planned on bringing it up then but since they were in this workshop session and this is the chance he can openly discuss things with his fellow Commissioners and the Mayor.

Mayor Via stated they are assuming that the Krallinger's feel *stuck* with the property. It may be that they will be well and good in their investment to build the residential as they brought up.

The workshop officially adjourned at approximately 8:45 p.m.

Attest:

City of Holly Hill, Florida

Valerie Manning
City Clerk

Roland D. Via
Mayor