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

**APRIL 11, 2006**

## 1. CALL TO ORDER

Mayor Roland D. Via called the workshop to order in the conference room at City Hall, 1065 Ridgewood Avenue at approximately 8:55 p.m. Attending with Mayor Via were Commissioners John Penny, Gilles Blais, Mark Reed, and Traci A. Anderson. Also attending were the following staff members: City Manager Joe Forte, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

Also attending: Ira D. Corliss, Special Projects Manager, City of Palm Coast.

## 2. GOALS SESSION (new goals)

Mr. Forte introduced Ira Corliss to the Mayor and Commission. Mr. Corliss has a Masters Degree in Psychology, has worked with the school systems and banking systems. He was a City Commissioner in Pembroke Pines. He currently is an employee for the City of Palm Coast. Mr. Forte stated Mr. Corliss has the ability to steer them in the right direction in their goal setting session.

Mr. Corliss stated a long time ago when he sat at this table they were doing goal sessions with City Manager Donald Lusk and they were talking about goals and when it came to an area of economic development they talked about closing their eyes and imagining Ridgewood Avenue, and were asked what do they see out front? (*Mr. Corliss passed out empty tool boxes and encouraged them to put something in it*). He asked the Commission, where do they want to go? What do they want to be? Who do they want to be? Mr. Corliss went over a couple of things briefly with the Commission and handed out a pamphlet of the City of Palm Coast's strategic plan and went over this with them. This is a five year plan that they review every year and modify it if necessary. Not tonight, possibly another night, consider if they will, either doing a one or five year plan and then going back and taking a look at it to determine how do they want to get there, who they are going to hold responsible for it, do they want to pass this onto their Department Heads, do they want to put it in a position where they've got an opportunity to say they've got goals, this is how they are going to measure it and they want to know what their objectives are and what they are going to do to measure those goals. They could even ask their Department Heads for a monthly report that shows they have gotten closer to that goal.

*At this time Mr. Corliss reviewed and went over the old goals with the Commission .*

**GOAL 1**

To adopt and implement a plan to redevelop the Tax Increment Financing District – CC1 Corridor (The Avenue) U.S. 1 is the main artery through the City. Numerous areas of The Avenue have been upgraded or redeveloped through efforts resulting from this goal first adopted in 1995 and revised in 1996, and 1998. The City remains committed to this goal.

Commissioner Reed stated what he would like to see done is establish a timeline where they could eliminate the Community Redevelopment Area (CRA). To set their specific goals for this timeline and he is thinking four to six years, set those specific goals and then sunset that CRA so that money can go into the General Fund. He would like to assist with the relocation of some of the charitable organizations that are on Ridgewood Avenue so that when people are driving through…specifically the Family Renew, they are in cramped conditions and they could use a better facility and they would really like to see something there other than a charitable organization. He thinks the charity work that they do is very important and great but they don't have to be in a commercial district to do that same work. The soup kitchen down on 5th Street and other things like that, he would like to see them moved off of Ridgewood Avenue. He would like to assist in the Homeless Assistance Center so that the police officers have some place they can take the homeless to so that these homeless people won't be a focal point of Ridgewood Avenue. In his mind, the very first goal for this Commission should be what the former Commission had as Goal 9 which is to be good financial stewards of the City's funds. To him, that should be the very first thing they talk about.

Mr. Corliss asked if that's a goal or is it a given.

Commissioner Reed stated to him it's a given but for some people it might have to be a goal.

1. Establish incentive strategies to encourage new business development through Public/Private Partnerships. (accomplished by way of the grants that have been put in place)
2. All efforts will be focused on protecting on-street parking along the Avenue (U.S. 1). (not successful – although the City tried)
3. Traffic lights will be repaired and time accordingly. (completed)

4. Upgrade Hollyland Park: (see discussion below)

Mr. Corliss went over upgrading Hollyland Park and asked if that's still their goal.

Commissioner Anderson stated, yes. But there has been talk about moving Hollyland Park also. They need to do something to rejuvenate the ball fields over there.

Mr. Corliss stated when he was here they were talking about moving the park and swapping with the Bishop's and putting in permanent type fields in a hub like what Port Orange has, on the Bishop property and the root company had talked about coming in and putting in an office park and restaurants in Hollyland Park.

Commissioner Anderson stated no, she doesn't want to do that. She does, however, have another goal to work with that. She would like to leave it where it is now but she thinks there needs to be some work done to it. It needs to be revitalized.

Commissioner Reed stated he would love to see some things happen at Hollyland Park and maybe not even a ball field there but he doesn't want it swapped, he doesn't want restaurants or condominiums. He would like to see a new library. The Chamber needs a new facility. There are a lot of things that could happen at Hollyland Park but in his mind those things can't happen unless they have another ballpark for the ball fields, for the kids.

Commissioner Penny stated he is going along the same lines as Commissioner Reed. There's been recent discussion about potentially, possibly relocating…there's two places in the City where the ball fields can go. One was to land swap with the Viscomi developer – nothing is on the table but it was a concept that was talked about. He doesn't really favor that. He favors purchasing the Bishop's land because it's larger than Hollyland Park and possibly building their own state-of-the-art baseball fields with the potential for more passive area there, maybe like a Central Park in New York, a green space and then refurbishing a downtown. They need to have a Town Center in Hollyland Park which could house a new library and Chamber and possibly a Center like the Piggotte Center in South Daytona; a community center and envisioning it being…and there might even be retail in there but envisioning it as a walkable area where they can have art shows and music out there where it's still a park but there's other reasons to go there other than to just sit. He envisions Hollyland Park as a Town Center.

Mr. Corliss asked how long from now. When does he want to see that happen?

Commissioner Penny stated realistically, three to five years.

Mr. Corliss stated when they look at things like this, somewhere along the line the next thing they are going to have to do is put a proposal in place so that they know the sequential steps that they will have to take to be at that juncture where they have a Town Center in three to five years. That's a long range strategic plan.

Mayor Via stated Hollyland Park needs to remain what it is intended to be, which is a public park. It has become a baseball park and he feels that if they were able to move the facilities either to the Bishop's property or to the Viscomi property that they could have a clean sheet of paper and they could design the recreation complex, purpose built, for baseball as it's supposed to be. They have a relationship with Holly Hill Middle School where they are going to have a lot of open space – multi-purpose fields that they can use. He agrees that they need a new library and a new Chamber. Sica Hall is the City's Piggotte Center. He envisions Hollyland Park a place where they have open air things they can do. For example, art shows and the *Antiques on the Avenue* could become *Antiques in the Park* and they could have it all throughout that area. He does see restaurants or other mixed use businesses coming in there so that people could come and park and they could go into the central part of the City and they could shop and commensurate. It's great to want all these buildings and to build that but it's much better to get a developer to do it for them which the City does have the power and ability to do through their zoning and through potential land swaps.

Commissioner Penny stated they need to recruit and secure either a national or regional restaurant. Although they have a lot of fine dining in Holly Hill, however when you tell somebody to meet you at Scott's Crab Shack they say, "Oh, that's in Holly Hill" and if we told them to meet us at an *Apple Bee's* or *Stonewood* or something that everyone knows, a *Red Lobster*, it elevates the City. A recognizable restaurant on Ridgewood Avenue would be nice.

Mr. Corliss asked if he thinks they need to create something that will say to that restaurant chain, "I want to be there."

Commissioner Penny stated, yes. Because he doesn't think their demographics, at this point, make them marketable for that chain, otherwise they would be here. The City is going to have to figure out an incentive for them.

Mr. Corliss stated when they talk about demographics they want to also look at tomorrow.

Commissioner Penny stated he thinks, we as a Commission, have agreed as a whole that they will never have a walkable community and that's why this Town Center is so attractive that it can become a walkable City within a city. It's a destination point for them to go.

Mr. Forte stated first of all, this issue with Hollyland Park needs to be resolved tonight so that he has some direction to move forward because right now he is in an analysis paralysis state. So they are either going to move forward with Hollyland Park or they're not. Mr. Forte discussed briefly about attracting a national or regional restaurant to the City and the reasons why it wouldn't happen and stated that he has tried contacting some businesses and they do have issues with the demographics. The only incentive that the City could offer is using TIF money. They will have to give back TIF money in order to bring them here, otherwise they haven't come yet - they're not coming. If they want a name brand company to come here and open their doors in this City with the demographics, the City is going to have to give them that type of incentive. The CRA was developed for that not for $5,000 landscaping grants or $3,000 for façade improvement grants. It was to give money to a developer who cannot survive under the current conditions and demographics and they need something to bring them here. The Commission needs to talk about this; he is the only one saying something.

Commissioner Anderson stated the only problem she has with Hollyland Park is when they were all campaigning during the election, that was a very heated topic that people were talking about. A lot of the people don't want that park moved and she really thinks it should be left alone. She doesn't think it should be just the five of them making a decision on it.

Mr. Forte stated but he thinks she should think about *who* are the people that said that to her? Most of the people that said that were people that didn't use the park.

Mr. Corliss stated what if they got a bigger and better facility to play ball in and they had tournament play which brought in more people to the City and that became their Town Center, if it became more than "just a ballpark", and brought in other types of venues for the community, whether it was offices or restaurants.

Commissioner Penny stated he doesn't see a loser. He sees it as a win-win.

Commissioner Blais stated he would like to see Hollyland Park as an open field. No fence; no nothing – like a tent city. Let people come in on special events and set up their tents.

Mr. Forte stated that's the worst thing for that park! "If nobody else is going to step up to the table and start talking and getting your opinions out, I'm going to do it! Start voicing your opinions! You're the bosses! You're the Commissioners! If everybody wants a tent city then agree to it, otherwise open up".

Commissioner Reed stated he has already expressed how he feels about it. He does not want a developer, condos or a restaurant in the park. Those things go on "*around*" the park.

Mr. Forte stated that's fine. That's what he needs to hear.

Commissioner Reed stated he wants that park to change but he doesn't want to lose…he wants to gain two parks; one nice park over here for the children to play in and one nice park for the adults to play in.

Commissioner Anderson stated she could live with that and agrees with Commissioner Reed.

Commissioner Reed stated his biggest goal and his job is to convince his fellow Commissioners and Mayor that they have to do what the citizens need and not some vision that I have. The citizens want to see something happen here and he thinks they are all looking for the same thing, they just don't know how to get there yet.

Mr. Corliss asked if they want that in Hollyland Park.

Commissioner Reed stated he wants them to be in Hollyland Park. Commissioner Reed referenced the Port Orange Community Center and asked if anybody has been down there.

Mayor Via stated what it comes down to is do they want to keep Hollyland Park strictly as public property or do they want to let it go privately or get into something that's public-private. In other words, on a clean sheet of paper what would you like to see in Hollyland Park that maybe we could control?

Commissioner Anderson stated she certainly doesn't want it all privately owned or anything like that. She would like to have…she doesn't want to say that they are "giving Hollyland Park away". That's her biggest fear saying that but she wants to keep the best of both. She is thinking about the citizens and the people that they want to draw into the community.

Mayor Via stated they could literally sell that piece of property and with part of the profit they could go and build whatever baseball stuff they want and not rely on that. They could also zone that into a Planned Unit Development (PUD).

Mr. Forte stated their task tonight is to determine whether or not Hollyland Park is a goal. If it's a goal to do "something" with Hollyland Park then they will rehash this all over again in more detail. If it's not a goal it comes off the table and they go on with their lives.

Commissioner Penny stated he wants to go on record stating that its one of his goals.

Commissioner Blais stated he doesn't mind the PUD idea.

Commissioner Anderson stated she does feel it is a goal of some sort; it has to be but she can't make a decision on what it should be tonight.

Commissioner Penny stated he wanted to mention a couple of more things on Ridgewood Avenue. He would like to verify that the motels are actually motels.

Mr. Corliss suggested that is a Code Enforcement issue and not a goal.

Commissioner Penny stated the other thing was they should focus on off-street parking. Parking is going to become more necessary as they evolve and it is in the CRA loan to purchase off-street parking.

Mr. Forte stated it's contained within the CRA plan so he doesn't think it necessarily needs to be one of their goals.

Mayor Via stated they need to start looking at properties to buy and what they are going to do with them.

Mr. Forte stated then maybe their goal is to try and accomplish the goals that are contained in the CRA plan; make the CRA plan more of a priority.

Mayor Via stated, no. The CRA plan has to be instituted anyway; that's what the plan is. He thinks they need to come up with strategic planning now to say where those things are going to be and start putting together the money to buy the properties.

Commissioner Penny agreed with Mr. Forte. If they make the CRA objectives more of a priority for them as a Commission, they can reach these goals, Ridgewood Avenue will look different and then they can dissolve it. They don't need the money forever if their goals are accomplished.

Commissioner Blais stated he thinks that every block should have a parking area. They have to establish parking if they want people to come to Holly Hill.

Mr. Corliss asked if they want to make the CRA a priority.

Mayor Via stated their main Avenue is already, by the very plan, a priority. He would like to see a Downtown/Hometown.

Mr. Corliss stated they are saying Avenue parking and mixed use is a goal. They now have two goals – Hollyland Park and this. Mr. Corliss discussed the LPGA goal at this time. Looking at LPGA, have they considered going to Daytona? Have they considered going to the Golf Association? Have they considered dealing with the merchants and the property owners along LPGA Blvd.? What do they want LPGA Blvd. to look like?

**GOAL 8**

*To adopt and implement a plan to redevelop LPGA Boulevard*

A long term, concerted effort has made great strides to improve the look and economic viability of Ridgewood Avenue (The Avenue). The Commission now recognizes the need to begin the same effort on LPGA Boulevard.

*(Mr. Forte suggested at the March 28, 2006 workshop that they should focus a lot on LPGA Blvd. They have issues with LPGA Blvd. as far as…that whole road expansion issue is sort of by the wayside at this point, the issues with the canal on one side and the close proximity of the properties on the North side, and some poorly kept rental properties that are along LPGA Blvd. Mr. Forte recommended that they look at a plan that would make a difference on LPGA Blvd.)*

Mayor Via stated one thing that he never got accomplished was to redevelop the core area of LPGA Blvd. and Ridgewood Avenue. The former Commission, because of Bishop's Glen and the schools, said that they never wanted to four-lane LPGA Blvd. At the very most, they got two proper lanes with a middle turn lane. Even the middle turn lane is going to require that they go further North on people's right-of-ways or they would have to eminent domain patches of property along LPGA Blvd. The canal cannot be covered over; it's not possible.

Commissioner Penny stated there was discussion about making the canal a steeper slope that they could actually build over it.

Mayor Via stated if they make that a four-lane highway, they're just moving more traffic through the town. It dramatically affects LPGA Blvd. from U.S. 1 to the other areas.

Mr. Corliss asked if they want to keep it as a goal.

The Commission responded with a yes.

Mr. Corliss asked what do they want it to look like?

The Commission briefly discussed the junk yard on LPGA Blvd.

Commissioner Anderson mentioned the welcome sign on LPGA Blvd. and said that is a beautiful sign but the rest of LPGA Blvd. needs some sort of beautification. There are some businesses and residences along LPGA Blvd. that need some work. The Commission agreed with her. There needs to be some sort of landscaping done along LPGA Blvd.

1. A long term plan will be adopted by the Commission to improve the look and economic viability of LPGA Boulevard. The plan will follow the process so highly successful on Ridgewood Avenue.

Mayor Via stated if the junk yard is in the CRA district, and it's going to remain there, he thinks they should use some CRA money to put up a buffer (making the property owner back up a little bit) and put the buffer across the front of the business and let him do whatever he wants behind the buffer. The other thing is they need to encourage something for LPGA Blvd. and Ridgewood Avenue on the Northwest corner. They need to have something better there.

Mr. Corliss asked are they saying to leave **Goal 8** in but do something about it.

The Commission agreed to a two year timeline for the beautification of LPGA Blvd.

Mr. Corliss stated when they look on the Southside of LPGA Blvd., the canal, that has to be maintained more religiously.

Mayor Via stated it's a County ditch and the County has the equipment to do that but he agrees with Mr. Corliss, more needs to be done with it.

Mr. Corliss stated so far they have LPGA Blvd. beautification within two years, Hollyland Park – a discussion about development as to where they are going to go with it, and Ridgewood Avenue parking with mixed use. Mr. Corliss discussed **Goal 9** at this time.

## GOAL 9

*To be good financial stewards of the City's funds*

The Commission recognizes the need to be fiscally responsible to the City's residents, business and property owners, and visitors. This responsibility includes the need to acquire a reasonable level of funds to accomplish the projects and programs of the City while not placing too heavy a burden on the taxpayers.

1. The Commission will strive to accomplish the programs and projects of the City within the property roll back rate. (Mr. Corliss suggested that this is a moral obligation and not so much a goal)

Commissioner Reed agreed with Mr. Corliss. He thinks the City's Information Technology Director, Scott Gutauckis' idea about providing Internet service in the City could be a very good thing; it could bring a lot of money into the City.

There was brief discussion about possibly putting a computer in the library strictly for City information.

Mr. Corliss discussed **Goal 2**.

*To develop a five- year Capital Improvements Plan*

Through the development of and commitment to the goals process, the City will continue to support the Five-Year Capital Improvement Plan(s).

Mr. Corliss stated if they are going to do this, which they should, they want to make that so it's flexible so they can revisit it every year.

Mr. Forte stated they currently have sidewalk, paving, stormwater, and wastewater. They have been completed. The five year Capital Improvement Plans are done but they are not funded.

Mr. Corliss asked if they want to put a goal for funding those mechanisms. Where do they want the money to come from?

Commissioner Anderson stated the funding would have to go hand-in-hand with that.

Mr. Corliss stated or if they looked at it over a five year period and they set it as a goal, that doesn't mean they have to accomplish it. It's something that they want to get to. It may not be feasible. Something may change economically. Something may change where they've done it within one year or they may look at it and say the way revenues are coming in, they've got other priorities, let's not do that. That's why they go back every year and revisit that. That's why he is suggesting a five year strategic plan for everything that they are going to do.

Mayor Via stated he would like to add something to this and that is they need to develop a strategic plan for *implementing* it.

Mr. Corliss stated that's what he just suggested.

The Commission agreed that **Goal 2** and **Goal 6** are similar. (see below)

## GOAL 2

*To develop a five- year Capital Improvements Plan*

Through the development of and commitment to the goals process, the City will continue to support the Five-Year Capital Improvement Plan(s).

**GOAL 6**

*To upgrade and improve the City's water and wastewater systems*

The Commission recognizes the necessity of maintaining and improving the water and wastewater infrastructure.

1. Based on the above evaluations, electronic water meters will be installed Citywide as soon as financially possible. (Mayor Via stated they are almost finished with this and it shouldn't be a goal anymore – they are in Phase IV of a five year program)

2. Seek an alternative funding source to develop a plan to reduce effluent and storm water runoff entering the Halifax River. (Mayor Via stated this has been completed)

Commissioner Reed mentioned that in **Goal 2**, Items 5 and 6 have been completed and don't need to be on the list anymore.

5. Estimates will be received to determine the cost and feasibility to place a shade cover over a portion of the swimming pool. (completed)

6. A sign of appropriate size and function will be located on the recreation property facing Ridgewood Avenue. (completed)

Commissioner Penny mentioned the digital sign out on the front lawn of City Hall. The last newsletter that went out, there was nothing in that newsletter that couldn't be communicated effectively on the digital sign. He thinks they need to leverage the technology they have, although Mr. Gutauckis does a fantastic job programming that but there are other signs that he has seen in other locations that are done a little better. He would suggest possibly dissolving the newsletter and communicating things on their sign.

The rest of the Commission disagreed with Commissioner Penny because they may loose touch with people because not everybody drives down Ridgewood Avenue and reads the sign.

Commissioner Penny stated he would like to see some of their key City employees highlighted in the newsletter and see what they have to say rather than what the elected officials have to say. He thinks it's important to see what the guy at the wastewater plant has to say.

Mayor Via stated that could always be added to it but the elected officials have to communicate too.

Mr. Corliss discussed **Goal 3**.

*To maintain and improve the "people" environment for the City*

The City has instituted policies and practices to create a better environment for all residents, business owners, staff, and visitors in the City. The Commission is committed to continuing this effort.

Mr. Corliss asked if they have thought about a citizen survey.

Commissioner Anderson stated, yes. That was one of her things. She was wondering if they could do a public citizen survey and have it go out and put in there the biggest things that we think the community is worried about. For example, height, density, City services, crime, general concerns. Topics that we think are going to be very important and send it out as a survey and have an outside firm do this for them.

Mr. Corliss stated under the people-friendly environment they are talking about a computer that is strictly for City information at the library, and citizens survey.

Commissioner Anderson mentioned the language used on the agendas. Sometimes they have something on the agenda that's written in a legal format and it's hard for people to understand what it means. She would like to see the language be a little more people-friendly.

5. Employee salaries will remain competitive. (Mr. Corliss suggested that this doesn't belong in there and the Commission agreed with him)

6. Install workout station along the path in Sunrise Park. (Commissioner Reed suggested instead of workout stations, he thinks there should be water fountains along the walking path)

Commissioner Anderson mentioned having Town Hall meetings.

Mr. Corliss stated they can do that on their own and it doesn't have to be a goal.

Commissioner Penny discussed expanding the "BEACH" at Sunrise Park. He thinks they need to create more opportunities to increase water recreation there. When he says water recreation he is talking about…he thinks they should have a little space there available for a vendor. Maybe a food vendor would come down there, a little Tiki hut and they sell hotdogs and hamburgers on Saturday and Sunday. Along side this Tiki hut would be another little Tiki hut that they might rent out a canoe or kayak. Just like if they go to Tomoka State Park; we are trying to get people to the parks. This would create an atmosphere where they can go and rent a canoe, kayak, windsurfer or a paddle boat. Sunrise Park is a multi-million dollar park! They should utilize it. They are spending a lot of money to make it look nicer and they should use it.

Mayor Via asked about Item 9, Extend sidewalk from Sunrise Park to the North City limits.

Mr. Forte stated what they have done with their five year plan is they have put a little bit of sidewalk in everybody's District. If they take their sidewalk money and focus it on Riverside Drive, whether they do one block a year or a block in a half or two blocks a year, eventually they will get there.

Mr. Corliss discussed **Goal 4**.

**GOAL 4**

*To enhance the City's Code Enforcement efforts*

For the benefit of the residents and businesses, the Commission recognizes the need to continue to enhance its Code Enforcement efforts.

Commissioner Penny stated his concern and what he hears from residents and as he has traveled around the City, he finds it to be a problem. They are a land-locked City and they are going to begin infilling land. He has seen and noticed some of these tool sheds that have all of a sudden, windows popping up in them, air conditioners in them, and now there is indoor plumbing in them and they have people living in them. He thinks they need to concentrate on that and identify them and either eliminate them or allow them with guidelines.

1. The ordinances will again be reviewed and modified to enhance the efforts of the Code Enforcement and building permitting procedures of the City.

Mr. Corliss asked if their Ordinances need to be revisited.

Mayor Via stated they have done that in the past but this Commission needs to revisit them again to find out if there is anything they want to change.

*(Mr. Forte suggested at the March 28, 2006 workshop that they individually take some time to look at the Code of Ordinances and if they see something in there that doesn't make sense or they don't know why it's in there, they should address it – they should change it; repeal it in part, in its totality)*

Mr. Corliss stated in conjunction with Code Enforcement, they have people, every single day that are riding the streets. They have Parks and Recreation, Public Works, Fire and Police Departments, and Code Enforcement. Those people should take the initiative to pick up the phone and call Code Enforcement and let them know there is a problem.

Mayor Via asked the Commission what do they want to do with Code Enforcement. Do they want to enhance it; make it better? Does it require hiring another person? That Ordinance possibly needs to be addressed.

Mr. Forte stated the problem with Code Enforcement, in his opinion, is all voluntary. There is nothing in any of their Codes that will force anyone to comply with whatever is on the table. Even when they send them to the Special Master and the Special Master liens their property and they don't want to do anything, they don't have to. When the property sells and somebody comes in and says there is a City lien on it, I'm going to buy it, and they ask what is the City going to do for them? What the City ends up doing is dropping the lien down to actual costs, if the City sent a lawn company in to cut the grass and administrative fees. For the most part, most of our Code Enforcement is simply a threat that doesn't go anywhere. The political side of it, when the City liens a property that's not a homesteaded property, the City will foreclose on it and what that means is the City will be kicking somebody out of their house and he doesn't think this Commission will do that. The only time they get Code Enforcement compliance is because the property owner or renter *wants* to do it not because they *have* to do it. He thinks the Code Enforcement efforts are appropriate right now for what they are doing.

Commissioner Blais stated in the CRA district, he thinks Code Enforcement should be stricter.

Mr. Corliss discussed **Goal 5**.

## GOAL 5

*To ensure the best use of land within the City*

The City will maximize uses of land within the City's boundaries and encourage the annexation of lands adjacent to the City's boundaries.

1. ~~The highest and best use of land within the City will be encouraged based on the benefits to the property owner and the adjoining owners and residents. (more of a philosophy than it is a goal)~~ (Mr. Corliss stated this is not a goal and Mr. Forte agreed with him by suggesting they strike this item)
2. Redevelopment of existing properties will be encouraged through a property by property process and adherence to existing and/or modified zoning and building regulations. (consensus from the Commission that this stays as a goal)
3. Annexation will be encouraged on a parcel-by-parcel basis taking into consideration the benefits to the property owner and to the City. (continuously doing this – consensus from the Commission that this stays as a goal).

Mr. Corliss discussed **Goal 7**.

*To recognize and promote the historical attributes of the City*

Holly Hill has a rich and extensive history. The Commission is interested in developing a structured process to retain the historical elements of the City.

Mayor Via stated this is in the works now by the Historical Preservation Board.

2. Uses for the historical features of the City are to be considered including a site (museum) to highlight the City's historical items. (consensus from the Commission that this stays as a goal)

Mayor Via suggested that Item 4 come out as a goal. (Identify a park in the name for former long time Mayor Don Wiggins) and there was consensus from the Commission do remove it as a goal.

Mr. Corliss went over the goals that they have and asked the Commission to start numbering them of importance.

**In priority listing**:

1) Capital Improvement Plan – five year plan underway
2) Hollyland Park Development / Ridgewood Ave / Mixed Use
3) People friendly
   - Library computer
   - Citizens survey
   - Town Hall meetings
   - Water activities at Sunrise Park
   - Sidewalks
4) LPGA Beautification within 2 years
5) Economic Development
6) Code Enforcement – maintain
7) Historical – City Preservation

Mr. Corliss stated what he would suggest, with all due respect, is that they look at a five year strategic plan. He thinks what they should do is look at…and they are doing that now up in Palm Coast and it works. You're talking about accountability. You're talking about annual reviews and midterm reviews. You're talking about probation. You're talking about all these other things that tie into that but you're looking at monthly reports.

Commissioner Reed stated one of his goals that he didn't mention is changes to the Charter. What he would like to put into the Charter is eminent domain. He doesn't want the use of eminent domain used in this City without a vote or referendum.

Mr. Corliss suggested they workshop that item.

Commissioner Reed stated also in the Charter, he would like to see these density bonuses and these height variances put into the Charter because when they have something that big, that changes the whole nature of your City, he thinks it's time for the voters to decide.

Jim Legary, 342 Burleigh Street spoke briefly.

Mayor Via mentioned workforce housing and there was brief discussion. Mayor Via asked Mr. Forte what is the third part of this goal setting session and when does it happen?

Mr. Forte stated he will take this goal list and he will apply some objectives to it and he will put it in front of them and try to get the Commission to approve it.

Mayor Via stated they need to have a vision and a mission statement and the Commissioners agreed.

Mr. Forte stated that will be a separate workshop item.

Mr. Corliss suggested that they make them concise enough so somebody else can repeat it and know what it is.

**3. ADJOURNMENT**

The workshop officially adjourned at approximately 11:25 p.m.

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| Attest: | City of Holly Hill, Florida |
| ______________________________ | ____________________________________ |
| Valerie Manning<br>City Clerk | Roland D. Via<br>Mayor |