



**AGENDA
CITY OF ORMOND BEACH, FLORIDA
CITY COMMISSION WORKSHOP**

March 12, 2025, 4:00 PM

&

March 13, 2025, 8:00 AM

Mayor Jason Leslie

Zone 1 - Commissioner Lori Tolland

Zone 3 - Commissioner Kristin Deaton

Zone 2 - Commissioner Travis Sargent

Zone 4 - Commissioner Harold Briley

COMMISSION CONFERENCE ROOM

22 South Beach Street, Ormond Beach, FL 32174

Phone: 386-677-0311

Web: www.ormondbeach.org

1. CALL TO ORDER

2. DISCUSSIONS

A. City Commission Goal Setting

Staff Contact: *Joyce Shanahan, City Manager, (386) 676-3200*

3. ADJOURNMENT

Website Address – www.ormondbeach.org

NOTICE – Pursuant to Section 286.0105 of the Florida Statutes, if any person decides to appeal any decision made by the City Commission with respect to any matter considered at this public meeting, such person will need a record of the proceedings and for such purpose, such person may need to ensure that a verbatim record of the proceedings is made, including the testimony and evidence upon which the appeal is to be based.



For special accommodations, please notify the City Clerk's Office at least 72 hours in advance.
Phone: 386-677-0311



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City of Ormond Beach

AGENDA ITEM

March 12, 2025 - City Commission

Number: 2.A

Section:	DISCUSSIONS		
Item Category:	City Commission Workshop	Res./Ord. No:	
Strategic Goal:	Governance – Other		
Department:	City Manager		
Subject:	City Commission Goal Setting		
Summary:	This workshop is designed for the City Commission to identify goals to be accomplished over the next 2 years. The City began formally adopting a strategic plan in 2015, and has continued to regularly update its goals and objectives through City Commission workshops and progress reports. This process supports good governance and is vital in providing for the efficient use of staff and financial resources. Attached is the City's most recent, February 2024, Strategic Plan Update.		
Financial Impact:	None		
Citizen Impact:	Establishing clear goals and priorities for the City Commission helps to focus efforts and financial resources on issues and outcomes most important to the City and its residents.		
Recommended Action (Staff, Advisory Board and/or Other):	None		
Staff Contact:	Joyce Shanahan, City Manager, (386) 676-3200		
Attachments:	1. 2024 Strategic Plan Update		
Approval:	Kelly McGuire, Finance Director		3/6/2025

	Claire Whitley/Shawn Finley, Assistant City Manager	3/6/2025
	Joyce Shanahan, City Manager	3/7/2025



CITY OF ORMOND BEACH

STRATEGIC PLAN UPDATE

FEBRUARY 2024



MISSION STATEMENT

To ensure Ormond Beach is one of the most attractive, stimulating and innovative communities in Florida, while protecting our rich history and maintaining our unique charm. Boasting an environment where our children can thrive, with a prosperously diverse and balanced economy, within a fiscally strong community. All the while, delivering exceptionally responsive service to our citizens and cultivating the highest quality of life.

CITY COMMISSION

Mayor
Bill Partington

Deputy Mayor & Zone 4
Commissioner Harold Briley

Zone 1 Commissioner
Lori Tolland

Zone 2 Commissioner
Travis Sargent

Zone 3 Commissioner
Susan Persis

STRATEGIC PLANNING PROCESS

In a remarkable expansion of our citizen engagement process, Ormond Beach launched the OB Life project in 2018, which included six community meetings to address community issues such as development, transportation, environment, public safety, leisure services, and economic development. The input gathered from community members became a valuable resource for the strategic planning workshop, attended by the Mayor, City Commissioners, City Manager, City Attorney, and senior staff in February 2019.

During the workshop, Commissioners identified overall strategic issues and specific objectives for the city to accomplish in the next few years and published this to residents as the Strategic Plan. The City continues to utilize the OB life platform as a way to engage citizens when important issues arise and publishes annual progress updates.

In January of 2023, the City Commission met to reaffirm their commitment to the goals set for the City Ormond Beach and refine their priority objectives for implementation. They set new strategic objectives to support these goals and will use these throughout the budgeting process to ensure timely accomplishment.

MAYOR'S MESSAGE

BILL PARTINGTON

As Mayor of Ormond Beach, I cannot stress enough how essential it is for us to listen to our residents and incorporate their valuable feedback in all of our decisions. The OB Life project and its series of community forums were a fantastic way for us to engage with our residents and learn about their vision for our city's future. It's not just limited to that - we value every single email, survey, and suggestion that we receive from our residents because it's these insights that help us understand what truly matters to all of us.



IDENTIFIED STRATEGIC ISSUES

- ① **TRANSPORTATION & COMMUNITY DEVELOPMENT**
- ② **ECONOMIC DEVELOPMENT**
- ③ **GOVERNANCE**
- ④ **PUBLIC SAFETY**
- ⑤ **QUALITY OF LIFE**
- ⑥ **WATER QUALITY & THE ENVIRONMENT**



TOP PRIORITIES

- 🕒 Expand reclaimed water system and reuse pond out West (8 votes)
- 🕒 Upgrade City Commission chambers technology (7 votes)
- 🕒 New Police Department and EOC West of town (7 votes)
- 🕒 Reuse or repurpose the Riverbend property (5 votes)
- 🕒 Determine the best redevelopment option for church property and enhance temporary use and signage (5 votes)
- 🕒 Historical museum (centralized in one building) and provide a 50-year lease (5 votes)
- 🕒 Continue septic to sewer conversion starting within the city limits to decrease effluent to the Halifax River (4 votes)

★ *Updates indicated with yellow star on the following pages.*



TRANSPORTATION & COMMUNITY DEVELOPMENT

GOAL STATEMENT

To ensure the charm and rich history of our community is well-maintained through orderly development and redevelopment utilizing existing infra-structure, including utility service areas outside the City's municipal boundaries.

- 👁 Determine the best redevelopment option for church property and enhance temporary use and signage (5 votes)

- ★ • Engineering staff met with Grow the Loop representative to discuss ways that the redevelopment of the site can incorporate elements of the loop.

- 👁 Update airport operations, including noise abatement (3 votes)

- ★ • Staff continues to notify and encourage flight schools to abide by the voluntary noise abatement procedures.

- 👁 Encourage ER/medical presence on the beachside (3 votes)

- ★ • Staff has been in touch with the major medical providers in the region and continue to have open dialogue about the opportunities to establish a medical practice on the beachside.

- ★ • Staff has reached out to 5 medical urgent care facility companies to inquire about interest in adding a location on the beachside. Those five companies indicated they do not have immediate plans to expand in the Florida market or the Central Florida Market.

- 👁 Build park/community center west of I-95 (2 votes)

- ★ • Hosted (3) staff meetings to discuss potential location and usage. Portions of the staff committee discussed potential 27 acre land acquisition west of 95.

- 👁 US-1 and I-95 Interchange construction (2 votes)

- ★ • FDOT and their consultant (RS & H) has completed their PD&E, the project has progressed to the design phase.

- 👁 Look at Vision Zero FDOT pledge (ped/car safety) (2 votes)

- ★ • As a part of Mobility week, the Mayor issued a proclamation on October 17 indicating that the city "affirm[s] our dedication to creating a safe and reliable transportation system".

ECONOMIC DEVELOPMENT

GOAL STATEMENT

To ensure the economic health and vitality of the City of Ormond Beach by providing an environment allowing businesses to thrive through retention, expansion, and attraction.

👁️ Reuse or repurpose Riverbend property (5 votes)

- ★ GAI Community Solutions Group has prepared the final draft of their Land Use Analysis, which identifies viable uses for the airport property that used to be the Riverbend Golf Course.
- ★ Currently waiting to present the findings to the City Commission at either a workshop or Discussion item during a City Commission meeting.

👁️ Continue attracting and retaining high-wage jobs and the development of Ormond Crossings (3 votes)

- ★ In 2023, four Ormond Beach companies expanded, creating 81 jobs with a \$3.3 million payroll and \$6.8 million in private capital expenditures. These companies are Forte Frozen, Beach House Graphics, Valiant Modular, and Germfree.
- ★ Assisted in relocating three new companies to Ormond Beach, including Foundation Risk Partners, Delta Engineering, and Industrial Solutions Authority, with two settling in the Ormond Beach Airport Business Park.
- ★ Collaborated with Ormond Crossings' new owner, Kline & Associates, on the development of the Ormond Crossings Commerce Center, following its sale in December 2023.
- ★ Updated Economic Development collateral material, including a 12-page booklet and flyers highlighting Ormond Beach's financial and lifestyle benefits, focusing on the Municipal Airport and Ormond Crossings.
- ★ Launched a 12-month LinkedIn content strategy to share economic development updates and success stories, and published seven news articles on the City website, highlighting Ormond Beach's appeal in aviation, headquarters, and medical device manufacturing.
- ★ Formed a partnership with Flagler/Volusia SCORE to offer business mentoring at City Hall and continued the StartUp and Grow Ormond Beach Fasttrac Program.



GOVERNANCE

👁 Upgrade City Commission chambers technology (online listening for meetings, microphones, monitors, podium, electronic voting/commission request to speak) (7 votes)

- ★ Proposals were reviewed, and the project was awarded to IM Solutions. Project to begin design-build phase.

👁 Electronic information sign for upcoming events (2 votes)

- Based on City Commission direction, a discussion item regarding electronic changeable copy signage is being assembled, including previous actions on the topic.

👁 Website redesign (2 votes)

- ★ Proposals reviewed and project awarded to Granicus. Project to move into the project kickoff phase.

👁 Develop a Citizen's Academy

- ★ Program developed and final arrangements being made to advertise and collect registrations for a Spring 2024 session.

GOAL STATEMENT

To build and maintain strong governance practices internally and externally through continued civic engagement efforts with residents, effective management and operational policies, and strategic partnerships with other governments and agencies to support the city's directions.



PUBLIC SAFETY

GOAL STATEMENT

To provide a safe and secure city that maintains a sense of security and responsiveness for all residents by protecting and serving our community through the provision of effective, efficient and responsive emergency services.

👁️ New Police Department and EOC West of town (7 votes)

- ★ The PD / EOC Space Needs analysis was advertised on , a pre-proposal meeting was conducted on January 4, 2024, and proposals were received January 18
- ★ .Engineering, Police Department, and Fire Staff will review these proposals for selection of qualified firm to begin contract negotiation with.
- ★ Monthly meetings with Police/Fire and Engineering continue regarding the production of GIS maps for possible locations.

👁️ Convert city parking lots to LED (3 votes)

- ★ The lights at City Hall/ Library Parking lot are nearly completely converted.
- ★ The City applied for a Department of Energy program to upgrade additional facilities to energy efficient (LED) lighting.

👁️ Review and look at the DARE program and other programs (2 votes)

- ★ DARE curriculum set by state and our current program meets expectations.

👁️ Develop an aggressive dog ordinance (2 votes)



QUALITY OF LIFE

GOAL STATEMENT

To ensure Ormond Beach remains the crown jewel of central Florida, by providing for the quality, quantity and variety of passive and active recreation areas and facilities to serve the needs of our community.

- 👁️ Historical museum (centralized in one building) and provide a 50-year lease (5 votes)
- 👁️ Complete Doug Thomas Way (3 votes)
 - ★ • Officially under construction! The work is currently scheduled to be completed no later than mid-June 2024.
- 👁️ Maintain lights downtown and add bridge uplighting (2 votes)
 - Bridge uplighting requirements to be reviewed. Project specification for Cassen Park renovations to include accommodations for Bridge uplighting improvements.
- 👁️ Rehab Chief Tomokie statue (2 votes)
 - ★ • Another meeting with the new Park management team and potentially a representative from DEP, Tallahassee is needed to evaluate interest in refurbishment.
- 👁️ Mental wellness signage and resources on the website/first responder assistance (2 votes)
 - ★ • Included in content plan for upcoming website.



WATER QUALITY & THE ENVIRONMENT

👁️ Expand reclaimed water system and reuse pond out West (8 votes)

- ★ • Engineering has completed survey of the pipeline route, staff is completing discussions with the reservoir property seller to complete this purchase.
- Staff has met with the developer of Ormond Crossings (residential) to discuss connections to the site.

👁️ Continue septic to sewer conversion starting within the city limits to decrease effluent to the Halifax River (4 votes)

- ★ • A contract for project management and public outreach is scheduled to be awarded at the January 23 City Commission meeting.

👁️ Enhance commitment to reducing the use of plastic straws/bags/styrofoam (2 votes)

- ★ • Staff purchased 750 stainless steel straw sets to give residents beginning at the 2024 Earth Day Celebration and other EDC events.
- ★ • Staff has implemented a reusable water bottles prize incentive for children's scavenger hunts at the EDC.
- ★ • The Environmental Discovery Center is replacing the plastic goody bags with drawstring backpacks for all program and camp activities.
- ★ • Staff is finalizing a monthly social media campaign about reducing single-use plastics, particularly straws.

GOAL STATEMENT

To maintain the City's environmental stewardship by reducing negative impacts of pollutants to waterbodies, such as the Halifax and Tomoka Rivers and their tributaries that decrease the quality of life of Ormond Beach residents

