

**MINUTES
CITY OF ORMOND BEACH
Strategic Plan Initiatives**

May 14, 2024

5:30 p.m.

City Commission Conference Room

I. CALL TO ORDER

Mayor Bill Partington called the meeting to order at 5:30 p.m.

Present: Mayor Bill Partington, Commissioners Lori Tolland, Travis Sargent, Susan Persis, and Harold Briley, City Manager Joyce Shanahan, City Attorney Randy Hayes, Assistant City Manager Claire Whitley, Public Works Director Shawn Finley, Economic Development Director Brian Rademacher, Finance Director Kelly McGuire, Advent Health President and CEO David Weis, Florida Department of Transportation representative Ed Colon, and GAI Consultants, Inc. representatives Natalie Frazier and Andrew McCown.

II. PRESENTATIONS

A. AdventHealth Building Updates

Mr. David Weis, AdventHealth, reviewed AdventHealth history, statistics, organizational structure, community partners, clinical imperatives, and awards and recognition. He discussed the latest AdventHealth Daytona Beach Campus updates, including the vertical expansion, detailing the timeline, planned improvements, and renderings of the updated space.

Commissioner Briley clarified the emergency room (ER) facilities would be expanded; whereby, Mr. Weis stated the biggest constraint in the ER was in-patient beds, noting with the new in-patient rooms, it would free up the ER beds.

Commissioner Persis inquired if there was a staffing shortage; whereby, Mr. Weis stated nursing staff was back to pre-pandemic levels, which were in the top quartile of the country.

Commissioner Tolland asked if there was a Phase 2 to the expansion; whereby, Mr. Weis stated there was and it included a parking garage and 104 new rooms.

Commissioner Briley inquired if, with both phases of the expansion, would it be enough for the surrounding community's growth; whereby, Mr. Weis noted extensive research was completed and believes the projected analytics were appropriately applied to the plans.

Commissioner Tolland requested the obstacles to a beachside location be explained; whereby, Mr. Weis stated the biggest obstacle is due to the population growth being on the west side of town. He explained there were programs such as DispatchHealth, which was a mobile urgent care service that covers the entire AdventHealth market area, including the beachside community.

Commissioner Persis inquired if there was more property to expand in the future at the current AdventHealth Daytona Beach campus; whereby, Mr. Weis stated AdventHealth owned 136 acres, noting there was space to grow.

Mayor Partington thanked Mr. Weis and discussed the timeline of the expansion.

B. Florida Department of Transportation

Mr. Ed Colon, Florida Department of Transportation (FDOT), discussed the Interstate 95 (I-95) and U.S. Highway 1 (U.S. 1) interchange plan, reviewing the existing conditions, crash history, future area developments, design plans and updates, proposed frontage road and multi-use paths, diverging diamond interchange (DDI) benefits, right-of-way (ROW) acquisition, median access management, proposed traffic maintenance during the construction, project timeline, and project costs.

Mr. Finley discussed the importance of pedestrian safety in the proposed plan.

Ms. Shanahan noted other municipalities that utilize the DDI.

Mr. Finley discussed the traffic signal and ease of traffic flow with the DDI.

Commissioner Tolland inquired if there would be a frontage road along the northern east side of U.S. 1; whereby, Mr. Colon noted there would not. She asked how far the multi-use paths would go from Broadway Avenue to Destination Daytona Lane.

Commissioner Sargent inquired if the median would be raised; whereby, Mr. Colon confirmed they would be raised and would allow for landscaping. Commissioner Sargent requested the landscape include native plants.

Commissioner Tolland expressed concerns regarding flooding; whereby, Mr. Colon explained a new method of collection would be utilized and discussed the retention ponds.

Mayor Partington inquired if there were new retention ponds proposed; whereby, Mr. Colon confirmed there was a new retention pond and a couple of ponds would be expanded, noting FDOT was aware of the areas flooding problems.

Mr. Colon stated there was an upcoming public meeting to provide residents with the information.

Mr. Finley noted FDOT would be utilizing current day regulations for stormwater runoff, which would improve the areas flooding. He encouraged the Commission to direct any citizen questions they may receive on the project to him.

III. DISCUSSIONS

Ms. Joyce Shanahan, City Manager, explained the workshop was to provide updates on a few of the City Commission's Strategic Plan initiatives including the Information Technology updates and Riverbend Golf Course.

Information Technology

Ms. Claire Whitley, Assistant City Manager, reviewed the strategic plan goals associated with Information Technology (IT), including the Commission Chambers technology upgrades and City Hall upgrades. She discussed the city's website upgrade, the Commission Chambers and Commission Conference Room hardware and software audio/visual (AV) upgrades, agenda software, and Commission meeting live video streaming. She discussed the timeline for the projects, noting the AV upgrades should be completed over the summer and the website, video streaming, and agenda would be around six to nine months.

Commissioner Tolland inquired if paying utility bills would be easier with the new website; whereby, Ms. Whitley stated the goal was to reduce the clicks for everything, noting the payment portal was with a different vendor and that process could not change.

Commissioner Persis asked if it would be the same vendor for processing payments; whereby, Ms. Shanahan noted it would remain the same vendor, Tyler Munis, as that was the software currently utilized by the finance department.

Commissioner Tolland expressed concerns with the current payment portal; whereby, Ms. Kelly McGuire stated there were upgrades happening within Tyler Munis to become more user-friendly.

Commissioner Persis inquired about software tracking code enforcement complaints in their zones; whereby, Ms. Whitley explained there was a separate software platform staff was looking into that would integrate with the website. She expressed concerns regarding the State of Florida regulations regarding complaint submittal; whereby, Mr. Randy Hayes, City Attorney, explained staff was looking into the rules behind what constitutes a valid complaint.

Airport

Ms. McGuire reviewed the history of the Ormond Beach Municipal Airport (airport), when the city assumed the funding obligation, current funding issues of the airport, and the balance deficit. She discussed a path forward to help eliminate the deficit, including an updated appraisal of the airport to true up the subsidy, which would reduce the deficit by \$340,000, adjust the city's lease moving forward, and update the Riverbend property land lease. She noted the deficit could potentially be eliminated in about four years.

Commissioner Tolland inquired where the \$340,000 was coming from; whereby, Ms. McGuire stated it would come from the General Fund Reserves and explained why the city owed that amount.

Commissioner Sargent suggested adding a landing or takeoff fee; whereby, Ms. Shanahan stated there was a program being implemented in some small municipal airports similar to a Sunpass that could help generate revenue.

Commissioner Tolland inquired if those funds would go into their own maintenance fund to help maintain the airport; whereby, Ms. Shanahan stated it would remain in the airport fund.

Mr. Brian Rademacher, Economic Development Director, explained there were several municipalities that were looking into these fees.

Ms. Shanahan stated staff would bring these recommendations back to the Commission as part of the budget and budget amendments.

Riverbend Golf Course Property

Mr. Rademacher reviewed the strategic plan goals associated with the Riverbend Golf Course and discussed the history of the property. He explained staff received work from the Federal Aviation Administration (FAA) discouraging the property being used as a golf course, listing a number of their concerns. He discussed the FAA's recommended guidelines, the city's land use study, and land use analysis.

Mr. Andrew McCown, GAI Consultants, Inc., discussed the scope of services provided to the airport, including an aeronautical map with environmental constraints, proposed concepts of potential uses in three areas, a limited land-use analysis, and the limited economic. He reviewed the proposed uses for Area 1, which was proposed as a passive park, and Area 3, which was proposed to be mostly greenspace with a flex office space.

Ms. Shanahan noted the northern end of Area 3 was proposed with no development.

Commissioner Sargent inquired how many acres the property was; whereby, Mr. Rademacher stated around 94 acres.

Mr. McCown explained Area 3's proposed use would need a land use designation change.

Ms. Natalie Frazier, GAI Consultants, Inc., reviewed the Economic Analysis of Area 1 and Area 3, including sale prices and operations and maintenance costs.

Mr. McCown reviewed the proposed uses for Area 2, including commercial offices, hangar areas, and Flight Based Operator areas, noting the land use designation would need an amendment.

Mr. Rademacher reviewed the next steps, including bringing the study to the Commission for acceptance, conducting an appraisal on Area 1 and Area 3, and to start identifying tenants for existing building, and potential Area 2 buildings.

Commissioner Tolland inquired if the proposed uses were supported by the FAA; whereby, Mr. Rademacher explained Area 2 was for aeronautical uses, which aligned with FAA preferences; Area 1 did not have any significant structures to prevent FAA approval as a passive recreational use; and Area 3 aligned with revenue generation for the airport and greenspace.

Ms. Shanahan voiced concerns with the property remaining a golf course.

Commissioner Briley inquired if the nearby mountain bike trail would be expanded in Area 1; whereby, Mr. Rademacher stated it was feasible to expand.

Ms. Shanahan stated there was no current connection between the mountain bike trail and the proposed Area 1; whereby, Mr. Rademacher clarified that was correct and a connection would need to be constructed.

Mayor Partington expressed concerns with expanding the mountain bike trail to the proposed Area 1.

IV. ADJOURNMENT

The meeting was adjourned at 7:08 p.m.

Prepared by: Taylor Lochert