



Thursday, December 14, 2017 City Commission Special Meeting

~Minutes~

9:00 a.m. – Brannon Civic Center, 105 South Riverside Drive, New Smyrna Beach, FL 32168

I. CALL TO ORDER

Having been duly advertised as required by law, the special meeting, strategic planning workshop of the City Commission of the City of New Smyrna Beach, Florida, was held on Thursday, December 14, 2017 at the Brannon Civic Center, 105 South Riverside Drive, New Smyrna Beach, Florida 32168.

Mayor James W. Hathaway called the workshop to order at 9:11 AM.

Attendee Name	Title	Status	Arrived
Jason McGuirk	Commissioner	Present	9:13 AM
Jim Hathaway	Mayor	Present	
Judy Reiker	Commissioner	Present	
Jake Sachs	Commissioner	Present	
Randy Hartman	Commissioner	Present	

Also present were City Manager Pamela Brangaccio, City Attorney Frank B. Gummey, III, Assistant City Manager Khalid Resheidat, Police Chief Mike Coffin, Fire Chief Shawn Vandemark, CRA/Economic Development Director Tony Otte, Planning and Zoning Director Amye King, Leisure Services Director Nancy Maddox, Finance Director Althea Philord, Capital Improvement Projects Manager Michelle Vallance, City Engineer Kyle Fegley, Public Information Officer Anna Hackett, and City Clerk Johnny Bledsoe.

II. STRATEGIC PLANNING WORKSHOP

1. Preliminary Agenda Outline for Workshop

INTRODUCTION TO THE WORKSHOP

City Manager Brangaccio outlined the mission of the Coastal Community Resiliency 2018 Initiative. She welcomed everyone to the workshop and commented on impacts made to the City by Hurricanes Matthew and Irma. She outlined the interview she had with Planning Director Amye King, and that due to the disasters, staff chose 2018 as the year for Coastal Community Resiliency. City Manager Brangaccio commented on the process utilized to identify topics, and requested the City Commission to assist in the process to narrow the total number of topics down. She outlined specific goals, which included:

- * the need to have an engaged community conversation that would involve listening and learning.
- * the establishment of a framework for future initiatives and actions.
- * the need to take a look toward New Smyrna Beaches future.

REVIEW OF THE FORMAT FOR THE WORKSHOP

City Manager Brangaccio introduced the moderator for the workshop, Pete Sechler and Laura Smith, representing the firm GAI Community Solutions. Mr. Sechler outlined his past experience working with the City of New Smyrna Beach in the creation of the CRA Master Plan. He commented on the goal of his participation being that to identify what specific community dialogues would be. Mr. Sechler commented on New Smyrna Beach as a community, and felt that tactics should be separated from overall guiding principles. Mr. Sechler led the City Commission through some quick ice breaker activities, which included key questions about New Smyrna Beach.

STORY ENGINES

Mr. Sechler asked the City Commission to introduced themselves and outline his or her background.

Mayor Hathaway was born and raised in New Smyrna Beach. He was married with 4 children and 2 grandchildren. He was a college graduate, an Army Reserve Captain, and worked in the family grocery store. His father served as both City Commissioner and Mayor in the 1960's, and outlined his personal political career as City Commissioner and Mayor. His personal goal was to maintain the history of New Smyrna Beach, while dealing with its growth. He felt New Smyrna Beach was a great City to represent, and was honored to represent the City. He felt it was a good City Commission and good team.

Mr. Sechler commented on Mayor Hathaway's passion. City Manager Brangaccio commented on how citizens referred back to how things were done in the 1960's.

Commissioner Reiker outlined her experience and education, and commented on how she found her way to New Smyrna Beach. She outlined how she founded Fidelity National Title, and outlined her political career, and felt it was not difficult to fall in love with New Smyrna Beach. She then commented on how people move to New Smyrna Beach from other areas, and outlined her civic involvement. She then commented how she wanted to maintain core values, and did not like how people argued and fought.

Mr. Sechler commented on Judy's story being different from the Mayor's story. He commented on the reasons that made Judy pick New Smyrna Beach.

Commissioner Sachs outlined how his family moved to South Florida when he was a child, and when he and his wife moved to New Smyrna Beach upon his retirement from the Miami Beach Fire Department. He outlined his involvement in a beach side community and how he entered into politics. He felt it was a governmental bureaucracy that worked and that New Smyrna Beach was special. He commented on how he felt things had changed over the past twenty years, and that it was a quality City surrounded by growth and there were many challenges faced in how to retain those qualities found in New Smyrna Beach.

Mr. Sechler commented on choosing New Smyrna Beach as a quality of life place, and Jakes' story. He also outlined coming to New Smyrna Beach and appreciating the Florida environment. He then commented on the intimacy of the community.

Vice Mayor McGuirk outlined his story that began with his Polish immigrant family moving to South Florida in the 1950's from the Chicago area. He outlined how his grandmother purchased the local Dairy Queen. He highlighted that he was born and raised in Miami, and while growing up, would make frequent trips to New Smyrna Beach to visit his grandmother. He commented on when he moved to New Smyrna Beach, and how he entered into politics. He outlined his decision to continue his families legacy and took over running the local Dairy Queen. Mayor Hathaway commented on his memories of going to the local Dairy Queen as he grew up.

Mr. Sechler commented on how Jason saw western expansion and how it could ultimately change a community. Commissioner Reiker commented on how her family immigrated from Poland as well.

Commissioner Hartman outlined his story, moving to Florida as a child and his father running a gas station. He commented on growing up in Orange County and outlined how he enter the fire service. He then highlighted his career in the fire service, and his experience with the growth of Orange County. He then outlined how his family became familiar with New Smyrna Beach and how he eventually relocated to New Smyrna Beach. He then commented on his desire to become more actively involved in the community and how he eventually entered into politics.

Mr. Sechler commented on how he felt it was a complete City Commission. He commented on Randy's past service in the fire service.

Commissioner Reiker was glad for the exercise, because she learned many things about her fellow elected officials, she didn't already know. Mr. Sechler felt each member of the City Commission served for love of the community. Vice Mayor McGuirk commented on public service at the local level. Mayor Hathaway commented on the time required to serve as an elected official.

WORD ASSOCIATION

Mr. Sechler asked each member of the City Commission to answer the following questions:

- * What do you value most?
- * What can be improved?
- * What does Coastal Community Resiliency mean to you?
- * What would a successful future include?

COMMISSION DEBRIEF: STAFF DEVELOPMENT OF THE COAST COMMUNITY RESILIENCY

Mr. Sechler commented on the importance of a community dialogue over the next year. He reviewed the remarks made by the Commission members and commented on common topics, which included:

- * A model of community resiliency (environmental, economic, equity)
- * The Coastal Community Resiliency Program Topics (As a list)
 - > Parks, Recreational and Natural Lands
 - > Transportation
 - > Growth and Development
 - > Environmental/Cultural Resources
 - > Economy and CRA
 - > Tourism and Employment
 - > Social Equity
- * The Schedule/Calendar
 - > Mr. Schler commented on the need for a meeting schedule to focus on a specific CCR Program Topic.
- * Prototype Community Meeting Formmat
 - > Mr. Sechler outlined a meeting schedule (3rd Tuesday of each month) and meeting format (2 hours long: 3 topic specific; facilitated exercise and discussion. He also outlined suggested community meeting topics.
 - > CCR Kick Off
 - > Environment and Cultural Resources
 - > Growth and Development
 - > Public Safety
 - > Economy and CRA
 - > Parks, Recreation and Natural Lands

- > Social Equity
- > Tourism and Employment
- > Transportation
- > Wrap Up and Celebration

* The Communications Engagement Plan

Mr. Sechler commented on a possible brand to utilize for the CCR. Commissioner Sachs felt the program should be highly publicized. Mr. Sechler commented on the importance of building trust.

FOCUS - EXPLORING

REVIEW OF THE COMMUNITY TOPICS

* Coastal Community Resilience Program Topics detailed overview

Mr. Sechler led a discussion in each of the following topics:

- > Mission Statement
- > Key Starter Issues and Outcomes
- > Resources

1. CCR Program Kick Off

- * Resiliency is the sustainability model
- * Managing Growth while maintaining character
- * Protection and Flexibility, Safety and Preparedness
- * Inclusive community dialogue about our shared future, from a position of.
- > Key Issues: sense of community, infrastructure, sea level rise, flexible City and flooding.
- > Outcomes: Comprehensive Plan Amendments, LDR Amendments, Grants and other funding, in support of seasonal high demand and sustain through the off season.

2. Transportation

- * Accommodating vehicles while planning for a multi-modal future.
- * Roadway Capacity vs. Livable Streets: Community Character and Feel.
- * Technology and the Future of Automobiles, Parking and Access
- > Key Issues: Regional Access, Multi-Modal System, Highways and Local Streets, Pedestrians Bikes and Boats
- > Outcomes: Comprehensive Master Trails Plan, Traffic Plan for week ends, holidays and events, infrastructure improvements, bike sharing program and trolley.

3. Growth and Development

- * Regional Growth and Local Character
- * Understanding Existing Land Use Rights
- * Community Services, Amenities and Connectivity
- > Key Issues: Population to 30,000. How to get quality development, assess friendly City of New Smyrna Beach Neighborhood Plans
- > Outcomes: City Vision Plan, Development Guidelines and Neighborhood City Councils.

4. Environment and Cultural Resources

- * Waterfront Protection, Storm Surge and Sea Level
- * Water Quality, Lagoons, Inlets and Wetlands
- * Historic and Cultural Sites along the Waterways
- > Key Issues: Sea Level Rise, Floodplain Management, Storm Surge and Ecosystems
- > Outcomes: Sustainable Technology, Green Energy, Public Awareness of City Plans and LEED City and Tree City

5. Economy and the CRA

- * Understanding the New Smyrna Beach/Regional Economy
- * Thinking about our Tax Base, Local Budget and ability to provide services
- * The Roles of targeted growth and community redevelopment/investment
- > Key Issues: Mix of nonresidential uses, affordable housing and US 1 and West side revitalization
- > Outcomes: Budget to support growing population. New Business Incentives Program and Mixed Income Housing Options.

6. Tourism and Employment

- * Sustainable Tourism
- > Where to Stay and What to do
- > Balancing our Invitation to play with our commitment to community character
- * Employment Drivers
- > Attracting high wage jobs
- > Jobs training and workforce development
- * key issues: Convention/Event hotels, hotel versus short-term rentals. Ecotourism/eco-fusion, high wage jobs and where people work
- * Outcomes: Brannon Civic Conference Activity. Diversified Hotel Inventory and attracting new visitors and incentive programs for high wage job creation.

7. Social Equity

- * Community Opportunity and support to all our residents to reach their full potential.
- > Key Issues: Homeless Population, Low income population; health/wellness and family services (single-parents and children).
- > Outcomes: Affordable Housing Workforce Attainable, after school programs and job training programs.

8. Public Safety

- * Reduce Crime and improve quality of life
- * Identify what the community wants/values most from its' police, fire and EMS services.
- > Key Issues: Staffing, evacuation routes, homeless and nearby homeless, what quality of life things and are most important.
- > Outcomes: Growth of Manpower with population growth, greater diversity and body cameras, and safe neighborhoods.

9. Parks, Recreation and Natural Lands

- * Provide safe and wholesome leisure activities, including active, passive, cultural and educational places for the enjoyment of residents and visitors of all ages.
- > Key Issues: User fees (cost/benefit), facility needs, lack of facilities - west, lack of kids facility - east, and conservation
- > Outcomes: community financial commitment, healthy community - quality of life, community center, gym and preservation of natural lands.

Mayor Hathaway call a break for lunch at 12:22 p.m. The workshop reconvened at 1:03 p.m.

VALIDATING AND REFINING THE CCR PROGRAM TOPICS

Mr. Sechler led a discussion regarding potential topics. City Manager Brangaccio felt the discussion should include potential speakers.

Public Comments - Wade Mahood, Florida Avenue, questioned the rights of property owners at related to the existing Coastal Construction Setback Line.

CONCLUDING THOUGHTS IN PREPARATION OF LAUNCHING THE PROGRAM

Mr. Sechler thanked everyone for attending the workshop, and their input. He commented on the process and the quality of the City staff. He felt New Smyrna Beach was a great place and the next years project was a very big deal.

PUBLIC COMMENTS

Lisa Martin, Pine Street, questioned the locations of meetings and notification procedures. City Manager Brangaccio clarified the invitation process for the 3rd Tuesday of the month. Mr. Sechler clarified the branding process.

Wade Mahood, Florida Avenue, commented on the background information given by the members of the City Commission.

III. OTHER BUSINESS

The City Commission discussed reviewing the performance of City staff. Commissioner Hartman felt a review should be conducted on an annual basis. Vice Mayor McGuirk did not support the idea and commented on what he felt would be a circo. Commissioner Hartman questioned how feedback would be given. Vice Mayor McGuirk commented on public concerns in 2012. Commissioner Sachs felt all employees should have a review. Mayor Hathaway commented on how the City Commission could communicate with senior officials. Commissioner Reiker commented on her past review experience. Commissioner Sachs questioned whether all employees received reviews. Mayor Hathaway commented on discussing things in a rational manner. Commissioner Hartman commented on the importance of documentation. City Attorney Gummey commented regarding dismissal for cause. City Manager Brangaccio reported on her way of doing evaluations for department directors and suggested how the City Commission should address things with the new City Attorney.

IV. CONCLUSION/ADJOURNMENT

With no other business to address and no other citizens wishing to speak, Mayor Hathaway declared the special workshop meeting adjourned at 2:12 p.m.