



City of Palm Coast

City Hall
160 Lake Avenue
Palm Coast, FL 32164
www.palmcoastgov.com

Meeting Minutes City Council Workshop

Mayor Jon Netts
Vice Mayor Heidi Shipley
Council Member Jason DeLorenzo
Council Member Bill McGuire
Council Member Steven Nobile

Tuesday, June 14, 2016

9:00 AM

City Hall Community Wing

>Public Participation shall be in accordance with Section 286.0114 Florida Statutes.

>Other matters of concern may be discussed as determined by City Council.

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>City Council Meetings are televised on Brighthouse Networks Channel 495 and on AT&T U-verse Channel 99.

>All pagers and cell phones are to remain OFF while City Council is in session.

A. Call to Order

Mayor Netts called the meeting to order at 9:00 a.m.

B. Pledge of Allegiance to the Flag

C. Roll Call

City Clerk Virginia Smith called the roll.

Present: 4 - Mayor Netts, Vice Mayor Shipley, Council Member DeLorenzo, and Council Member McGuire

Excused: 1 - Council Member Nobile

D. PRESENTATIONS

1 [16-229](#) PRESENTATION - UPDATES FROM ECONOMIC DEVELOPMENT PARTNERS

Mr. Landon provided a brief overview to this item. Mr. Beau Falgout provided a summary of this item and introduced all presenters that have provided a PowerPoint presentation, which are attached to these minutes.

Mr. Matt Dunn, Tourist Development Council provided Council with a Tourist Economic update.

CM McGuire-When you say 28% of gross sales, that is of what? Ans: Mr. Dunn-The State looks at a number of different categories when they are analyzing every county, so various categories from attractions to lodging to restaurants, there is a percentage of restaurants that are included so all these various categories when you add them all up, crunch the numbers for all gross sales for Flagler County, across all industries, that is the number that we get from the State.

Mayor Netts-Restaurants-are there some percentages allocated towards tourism along with customers? Ans: Mr. Dunn-Yes, that is correct.

CM DeLorenzo-The \$192 mil. is the 28% of the gross sales equals the \$192 mil? Ans: Mr. Dunn-Yes, that is correct.

CM McGuire-Are these jobs in Flagler County? Ans: Mr. Dunn-Yes, these are all jobs in Flagler County.

CM McGuire-Any statistics available to tell us how many jobs are attributable to jobs? Ans: Mr. Dunn-Yes we can go back and pull the numbers.

Mayor Netts-Going back to that slide-"We import Tax Payers", that is a very impressive number. This influx of tourism does have an impact on City/County services. Do we have any idea what that costs? Ans: Mr. Dunn-That is a hot topic and I think you will be seeing more on that soon. It is being discussed now.

Helga Van Eckert, Executive Director of Flagler County Department of Economic Opportunity provided Council with an update on Economic Development in the County.

Mayor Netts-The vast majority say economic development is important, so the follow up question is then to what extent are you willing to have your City/County or agencies support it, it is one thing to say yes, great but am I willing to put my money where my mouth is, that is the next question, do you have any sense of that? Ans: Ms. Van Eckert-That actually was not one of the follow up questions, the question we followed up with is "What do you see as being the key things necessary for Economic Development to accomplish" and "What do you see as being the driving force?" Financials did not come into play but that is a very interesting idea.

VM Shipley-Do you do anything with Buxton? Ans: Ms. Van Eckert-We are two different areas but thankfully the City included me in the RFP process so I got to see Buxton first hand. We do not collaborate to bring in new retail.

VM Shipley-Do you think people were looking for jobs or to better their jobs? Ans: Ms. Van Eckert-Well that is just it, we still have the under-employed and that is what we are trying to fix now.

VM Shipley-A few years ago you invited me to attend an Economic Development conference in Jacksonville, back then they said one of the downfalls were that we did not have shovel ready sites, buildings, etc., do you think that has hurt us? Ans: Ms. Van Eckert-Absolutely. It is killing me and that is part of the reason we are using the grant funds to set the stage so we have a preliminary design of 60k sq. ft. of industrial space that can be constructed to further along the interest by the private sector to construct something as a spec.

Mayor Netts-Beau, if these 25k sq. ft. buildings are so desirable, why are the developers not building them? Ans: Mr. Falgout-There are a couple of different

factors with the investors it is what they can make elsewhere when they are investing their money. I always hope the stock market will grow at a very slow rate, so investors will come back into real estate.

CM McGuire-What is the status of Aveo? Ans: Ms. Van Eckert-Aveo is here in Flagler County. They are here, they are staying here and they are growing. They just finished moving through the permitting process. The intentions are still there.

VM Shipley-Where did the \$53K average come from? Ans: Ms. Van Eckert-It is done through a program through the state.

Rebecca DeLorenzo, Flagler County Chamber of Commerce provided an update to Council on the Chamber.

CM McGuire-Educating whom? Ans: Ms. DeLorenzo-Our members.

Ray Peter, Area Manager with Florida Small Business Center of Palm Coast (the BAC), provided an update to Council on the BAC.

CM DeLorenzo-Just to be clear, there were 19 new businesses last year, 12 new, that is new businesses that have engaged your services, that is not all new businesses, correct? Ans: Mr. Peter-Exactly, 19 new businesses that we assisted in starting. They came in and said I am thinking about doing something, and we work them through the process.

CM McGuire-Beau, does Buxton draw upon the BAC as a tool? Do you see that as a promotional advantage when you are thinking about bringing a business into Palm Coast that you can turn to an organization like the BAC and get professional consulting for nothing and good advice? Do they see that as a good advantage? Ans: Mr. Falgout-We have had a couple, there are two ways: 1. SCOUT (system that we use as the demographic data) is available to Ray 2. Talked to several retailers, but one is a franchise and has to have a franchisee.

VM McGuire-Where does the \$86 come from? Ans: Mr. Falgout-We calculate the money that the City invested in the BAC since it started versus the economic impact reported by the businesses, so the \$27mil under the amount of the investment.

CM DeLorenzo provided an update on construction-Numbers from last year- The property appraiser put out the numbers for 2015 \$155mil in new residential and construction in 2015, so that is a \$155mil investment into the community, residential side (County wide) 566 new houses/apartments which generates about \$62mil in local income, business owner revenue about \$1 mil. of that, 1600 jobs were reported by the 566 houses, \$45bil in local wages and \$11. mil in taxes and fees. So far for the first 5 months through May - 297 single family permits, a 28% increase since last year which supports 700 jobs so far this year. A good increase. The larger builders are building inventory homes. I estimate that 2/3 of the homes being built are inventory homes.

The Presentation was Received and Filed.

2 [16-203](#)

RESOLUTION 2016-XX APPROVING PURCHASES FOR THE SIGNAL OPTIMIZATION IMPLEMENTATION PROJECT

Attachments: [Resolution - Signal Optimization](#)

Mr. Landon provided a brief overview to this item. Mr. Sean Castello, Traffic Engineer provided a PowerPoint presentation, which is attached to these minutes.

Mayor Netts-If in fact this can maximize capacity, are impact fees allowed to be used in this project? Ans: Mr. Landon-It is not typical, will check into this further.

Mayor Netts-referred to Priority Corridors slide, what are the numbers in parenthesis? Ans: Mr. Castello-Intersections, specifically those with signals.

CM McGuire-Is Florida Park Drive both east bound and west bound? Ans: Mr. Castello-Yes. Mr. Landon-all of these are east bound and west bound.

CM DeLorenzo-Is it that it makes the most sense that while they are here to do all of them? Is it the most cost effective way to do that (Phase I)? Ans: Mr. Castello-Yes, it is.

CM McGuire-Will we have to put people on the payroll to monitor this? Ans: Mr. Castello-We have staff already on board now. Mr. Landon-This will actually save time in the field. It will assist in being more efficient.

CM McGuire-What are you going to do with the time saved? Do you have additional duties you will assign? Ans: Mr. Landon-We are talking about approximately 3 people that are assigned. The signal shop we do all that in house and they are constantly behind in the sign shop; and then you have Sean who has many other duties particularly tied in for growth. We usually are behind in these types of requests and this will help us be more efficient. We constantly get requests to look into a signal because someone had to wait too long.

Mayor Netts-Is the ATMS software foolproof, or could someone sitting at your console inadvertently have green lights in two different directions? Ans: Tyler Gibson, Lead Signal Tech-As far as the intersection having 2 green at one time, there is a little box in each cabinet that has a malfunction unit and that box will prevent that from ever happening.

Mayor Netts-As we add fiber connection to our intersections, is that dedicated fiber or is that an expansion of the system that might later be used to provide to a business to provide some other access points? Ans: Mr. Landon-We have the plenty fiber in the ground to accommodate this.

CM McGuire-What are you testing? Ans: Mr. Gibson-We test two items, the bus interface unit and the malfunctioning unit.

CM McGuire-You have communicated with other cities that have put this in, and what is their feedback? Ans: Mr. Castello-All responses have been great. They state it has worked very well.

VM Shipley-With the software, is there an annual cost to that? Ans: Mr. Castello-Yes, there is approximately \$7k to \$8k.

CM DeLorenzo-With the loops, how does the system manage traffic better? Ans: Mr. Castello-We still manage the traffic but from a central location. Mr. Gibson-They will all be on the same clock, same network, to keep it all even in time.

CM DeLorenzo-Are those cities at a higher level of automation than where we will start? Ans: Mr. Castello-Right now they are but even they started with nothing. We have fiber and when we told them we had fiber they were saying that was 80% of it right there.

CM DeLorenzo-You have stated we do not need more staffing at this time, do you know when we will need more staff, after Phase II? Ans: Mr. Castello-We may not need to get additional staffing and the reason why I say that is that I know that FDOT is going through a process developing what is called an Intelligent Transportation System (ITS) master plan and as part of this master plan they are looking at ways to try to help the local municipalities with their systems and what they have in place. It could be something in the future, where we pay a small fee as part of a collective group to be able to get certain services for any extra help we may need. Mr. Landon-Let me try to help, when do you think we will have 150 signals?

The Resolution was Continued.

Enactment No: R2016-54

E. WRITTEN ITEMS

3 [16-230](#) RESOLUTION 2016-XX APPROVING CONTRACT WITH THE FLAGLER HUMANE SOCIETY, INC., FOR ANIMAL SHELTER SERVICES

Attachments: [Resolution-Flagler Humane Society Agreement](#)
 [Humane Society-Draft Contract](#)

Mr. Landon provided a brief overview to this item. Ms. Barbara Grossman, Code Enforcement Manager and Amy Carotenuto, Executive Director of the Flagler Humane Society were present for questions.

CM McGuire-How much of your budget are we supporting? Ans: Amy-It cost about \$3k per day to run the shelter. Our budget is about \$1mil. We received \$82k from Palm Coast last year. We handled approximately 1200 animals from Palm Coast.

CM McGuire-So from a fiscal standpoint, we contribute less than 10% of your annual need to operate, where does the rest of the money come from, how do you keep going? Ans: Ms. Carotenuto - Donations, fund raisers, fees for services, grants and a wellness clinic to reduce intake of those animals that owners feel they could no longer care for due to health issues.

CM DeLorenzo-It is not typical to have a 15 month contract, why is this only out till 2017? Ans: Mr. Landon-I think it is being renewed automatically every year. I think is so that every year we have an opportunity to look at it.

CM DeLorenzo-Page 2 of the contract under d, 4th line down, by the City's "police" -- Mr. Reischmann will correct.

The Resolution was Continued.

4 [16-216](#) RESOLUTION APPROVING PROPOSED AMENDMENTS TO THE CDBG CITIZENS PARTICIPATION PLAN CONSISTENT WITH FEDERAL REGULATION REQUIREMENTS

Attachments: [Resolution-Update of Citizens Participation Plan](#)
 [Amendments to the Citizens Participation Plan](#)

Mr. Landon provided an overview to this item.

CM McGuire-Why does this require our approval when it is a Federal edict? Ans: Mr. Landon-Because technically it is your program and your policy, so they tell you what your policy is going to be and you have to adopt it as a policy.

The Resolution was Continued.

Enactment No: R2016-55

5 [16-217](#)

RESOLUTION 2016-XX APPROVING THE FEDERAL FISCAL YEAR (FFY) 2016 (FY 2016/17) CDBG ANNUAL ACTION PLAN

Attachments: [Resolution-Annual Action Plan FFY 2016](#)
[Annual Action Plan - 2016 Revised](#)

Mr. Landon provided a brief overview to this item.

CM DeLorenzo-This \$250K will pay to complete this path? Ans: Mr. Papa-Yes, \$250k should complete this path.

CM DeLorenzo-I asked for this last year, so grant dollars out of this for the Flagler County Free Clinic, I suggest taking it out of the money to the housing portion. I would like to see \$25k moved from housing to the clinic.

CM DeLorenzo-I see you had a little conference with Mr. Landon, what is the issue? Ans: Mr. Papa-The issue is that we have not gone through the solicitation process for other organizations that may have a need. If I may suggest, if that is the direction Council wants to go, maybe we establish this in our next consolidation plan. We put in an open call to those who have a need, basically have a grant program for the CDBG funds.

Mayor Netts-This is a workshop and I am hearing consent so initiate whatever process you need to initiate and in the meanwhile if it is the consent of the Council to provide some support, take a look at it.

Mr. Landon-Jose is correct, they are going to want some sort of open process so that everybody has an opportunity. We can take a look at this for this one year and it will take a little time to set up all the criteria. We were counting on doing that in the next 5 year plan.

The Resolution was Continued.

Enactment No: R2016-56

6 [16-226](#)

RESOLUTION 2016-XX APPROVING THE PURCHASE OF IRRIGATION MATERIALS FOR THE BELLE TERRE MEDIAN IMPROVEMENT PROGRAM FROM FLORIDA IRRIGATION SUPPLY, INC.

Attachments: [Resolution - Irrigation Materials Belle Terre Parkway](#)
[Bid Tabulation - ITB-CD-CME-16-11](#)

Mr. Landon provided a brief overview to this item.

CM McGuire-Do we have budgeted funds for this? Ans: Mr. Landon-Yes, we do.

The Resolution was Continued.

Enactment No: R2016-58

- 7 [16-218](#) RESOLUTION 2016-XX APPROVING PIGGYBACKING THE CONTRACT BETWEEN STRICKLAND SOD FARM, INC., AND FLAGLER COUNTY FOR THE PURCHASE AND/OR INSTALLATION OF SOD

Attachments: [Resolution](#)
[Flagler County Contract with Strickland Sod Farm](#)

Mr. Landon provided a brief overview to this item.

The Resolution was Continued.

Enactment No: R2016-57

F. PUBLIC PARTICIPATION

Public Participation shall be held in accordance with Section 286.0114 Florida Statutes. After the Mayor calls for public participation each member of the audience interested in speaking on topics on the workshop agenda or any topic or proposition not on the agenda, shall come to the podium and state their name. Each speaker will have up to three (3) minutes each to speak. The Mayor will advise when the three (3) minutes are up and the speaker will be asked to take a seat and wait until all public comments are finished to hear answers to all questions. Once all members of the audience have spoken, the Mayor will close public participation and no other questions/comments shall be heard. Council and staff will then respond to questions posed by members of the audience. Should you wish to provide Council with any material, all items shall be given to the City Clerk and made part of the record. If anyone is interested in discussing an issue further or ask additional questions, individual Council Members and staff will be available after the meeting to discuss the matter and answer questions.

There were no public comments.

G. DISCUSSION BY CITY COUNCIL OF MATTERS NOT ON THE AGENDA

VM Shipley-With the leaving of Luanne, Director of Rec N Park, can I assist in any way to keep that going. Mr. Landon-Sure.

VM Shipley-Styrofoam-would like to put a ban on Styrofoam? Mayor Netts-We have to be careful of the alternatives. Mr. Landon suggested to have Denise do a little research and report back to Council.

CM DeLorenzo-Bus stop pad update. Mr. Landon will provide Council with an update.

Mayor Netts-Holland Park updates. Would like daily monitoring reported to Council. Mr. Landon-We have daily activity logs that come out and will be happy to pass along to Council. We share your concern and in fact last week our construction staff had a serious sit down with the contractor and told them we need to move this project forward or look elsewhere. Yesterday, we asked our attorney to draft a letter to the contractor that either they put together a plan to make up the time or we will go after their performance bond and start taking that road.

Mayor Netts-Is there a contractual issue with abandonment? Ans: Mr. Reischmann-Certainly.

H. DISCUSSION BY CITY ATTORNEY OF MATTERS NOT ON THE AGENDA

Nothing at this time.

I. DISCUSSION BY CITY MANAGER OF MATTERS NOT ON THE AGENDA

Mr. Landon-This is Luanne's last week and I wanted to give Luanne a big thank you for her 6 years of service.

J. ADJOURNMENT

The meeting was adjourned at 11:41 am.

*Respectfully submitted,
Virginia Smith, City Clerk*

Calendar and Worksheet

[16-234](#) MEETINGS CALENDAR AND AGENDA WORKSHEET

Attachments: [Meetings Calendar](#)
[Agenda Worksheet](#)

[16-237](#) ATTACHMENTS TO MINUTES

Attachments: [Item 1 \(1\) Tourism Update](#)
[Item 1 \(2\) Palm Coast June 2016 - FDEO](#)
[Item 1 \(3\) Chamber presentation](#)
[Item 1- \(4\) FSBDC-BAC Update for City Council 6-16](#)
[Item 2 Signal Improvement Implementation Presentation](#)
[Item 4 CDBG - FFY 2016 Presentation](#)