



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, January 12, 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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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

Present: 5 - Mayor Netts, Vice Mayor Shipley, Council Member DeLorenzo, Council Member McGuire, and Council Member Nobile

D. PRESENTATIONS

1 [15-488](#) PRESENTATION UPDATE BY KEMPER SPORTS

Mr. Landon gave a brief overview of this item. Ms. Luanne Santangelo, Parks & Recreation Director, introduced from KemperSports: Mr. Gregg Doster, Regional Controller, Mr. Jody Graham, Regional Operations Executive, and Mr. Brad Adams, General Manager of Palm Harbor Golf Course.

Mr. Adams gave a PowerPoint presentation (attached to these minutes).

>Financial Summary slide:

CM McGuire - You played more rounds than you did the previous year but you brought in less revenue, can you address that? Mr. Adams - Rounds increased, was probably due to some aggressive marketing and slight lowering of the greens fees to

bring back maybe some people we had lost in the past. We also lost some tournaments, etc., that dragged revenues down a little bit. It affects food and beverages as well; some of the detraction has come back; definitely some positive actions there.

>Financial Forecasts slide:

Mayor Netts - Once a bunker is renovated, how long does it stay renovated; how frequently does it have to be redone? Mr. Adams - The key here is proper maintenance and standards; we have been working with the Parks Dept. to create those documents and to make sure that where we are at now is probably a little too early than what you would like to be doing some renovations from when the course was previously renovated but the goal here is to probably double the lifespan out of it; it has to do with a little bit of drainage issues, how deep the bunker is; if the face of bunker rises up you have more work to be done. We are really looking at within the renovation improving the drainage, make sure the standards are up to par, if not well above; to make sure we are not doing this again in the near future. Mr. Graham - Technology has come a long way in bunker renovations and what they are using; it used to be 5 years but now it is more like 8-10 years.

CM McGuire - So, in the daily maintenance of the course; how much of the daily labor and cost would be devoted to keeping the bunkers? Mr. Graham - He did not have those numbers but would say it is almost half of their labor dollars spent. Mr. Adams - There are 67 or 68 bunkers on site at Palm Harbor which is a high amount for a municipal golf course. A lot of courses are looking to remove some bunkers because the cost of materials to regularly replenish are quite costly. Ms. Santangelo - Agronomist came in and evaluated the bunkers as well and gave us a full report on conditions and their recommendation of the bunkers. In that recommendation, is the consideration to remove some of them; make them smaller; that report was given to our park team and they have evaluated it as well. So, right now we are in communication with the original designer of the course for when we went in for the initial rehab/renovation for him to evaluate the removal of some of the bunkers and how that would impact play and enjoyment for the players of the course. We are in that process right now.

>Market Analysis slides:

CM McGuire - What is your source for this data? Mr. Graham - NGF-National Golf Foundation.

CM McGuire - So, the market depth is people who have expressed an interest in golf but don't necessarily play? Mr. Graham - Depth is actually the individuals who play roughly 25 rounds a year; this also pulls in transient golfers as well which we have a lot of that.

CM McGuire - So, if he considers a radius of 20 miles from here the Palm Harbor Golf Club the red slice represents how much of the potential we captured? Mr. Graham - That is how much we are currently capturing; about 35,000 rounds; the white portion is the 25,000 rounds that all the other courses average and the rest of the pie is the total golfers.

CM Nobile - Are you going after the golfers who aren't golfing or the golfers that are golfing; when we market what are we going to be going after? Mr. Graham - We know where our golfers are coming from so we are going to go to most of our households that are already playing at Palm Harbor and try to get them to play more rounds and look at some of these other market places that have the same lifetime characteristics that our current golfers have, etc.

CM Nobile - Do you see a growth in additional golfers or are we going to remain stagnant, flat? Mr. Graham - It is really hard to say that we are going to see growth in additional golfers.

CM McGuire - Annual statistics indicate that golf is not growing and young people are not taking up the game; that having been said if one of the competitive privately owned golf courses from Flagler County were to close shop what effect would that have on us? Mr. Graham - Yes, positive.

CM DeLorenzo - Comparison year over year; round growth and understanding that a lot of rounds are weather dependent; what was your weather related growth year over year 2014, 2015, compared to market share growth? Mr. Graham - Weather was not an impact; they were very similar during the last couple of years.

CM DeLorenzo - More market share related, than weather related? Messrs. Graham and Adams - Yes.

Mayor Netts - How many additional rounds of golf would it take for us to break even and does the course have the capacity for those additional rounds of golf? Mr. Adams believes they would probably need upwards of around 40,000 rounds a year (5,000 more rounds); the course has the capacity.

CM McGuire - The Tourist Development Council (TDC) has literature on the interstate (highway) giving information; does our golf course participate in any of that, getting the word out? Mr. Adams - Yes, both the golf course and the tennis center will be working with the TDC.

>Marketing and Programming slides:

CM McGuire - Is this something you have initiated (loyalty program)? Mr. Adams - This is something that is returning; the golf course had done this maybe 2-3 years ago and we went to a rewards program, but that was not quite as well received so we reverted back to the loyalty program. Mr. Graham - It has been significantly retooled.

CM McGuire - How much does your pro shop contribute to your revenue? Mr. Adams - 10%; we have done better in merchandise sales as of late.

CM McGuire - Do the people that don't keep score, do you have a marshal that goes out and keeps them moving? Mr. Adams - It is designed to kind of push one another; most players are familiar with the course and have the desire to get back and socialize together after the game; pace of play is pretty nice. Staffing levels, outside services so that we can assist the players as they come up, assist them with their bag, keeping pace, etc. We take note of how quickly they are going through the first 9th; usually 2 hours 5 minutes; 4 hours for 18 holes ideally. It has gotten better (pace of play). Rather than reactive, marshalling approach, they try to take a helpful approach.

CM McGuire - When you say junior participation tripled, does that mean on the course or at school? Mr. Graham - At the course.

>Tennis Objectives for 2016 slide:

CM McGuire - How do you see integrating pickle ball into that? Mr. Adams - Pickle ball is currently offered at certain times at Belle Terre. Right now, we don't have any firm plans on pickle ball on the clay courts because it requires maintenance to set it up but it is certainly on the radar to fall into programs; not just traditional tennis; we are looking to be more active on some of our hard courts and expanding some of the programs on them. Ms. Santangelo - Pickle ball is traditionally on the hard surface

court; we have dual lines at Belle Terre Park and when Holland Park gets completed we will put dual lines on two courts at that location. We have a very large group 20-30 people that come out, plus we do our regular program pickle ball time, and they are all asking for tournaments so we are talking about that to start planning those leading up to our senior games event in September.

>Financial Forecast slide:

CM DeLorenzo - What contributed to the 20% loss of revenue from last year? Mr. Adams - He thinks there was a decrease in some of the (even though camps and clinics make up for it quite a bit) annual pass holders who are aging so we have some attrition there; annual passes make up 41% of the revenue.

CM DeLorenzo - Why do you believe they will be able to recover some of that loss this year? Mr. Adams - Marketing efforts and programs, etc.

>Accolades slide:

CM McGuire - The food service at Canfield's, how much of the customer base are golfers compared to people just coming in to eat? Mr. Adams - Mostly just golfers, but there are many people that come in strictly to enjoy the meals; if he were to guess, anywhere between 200-300 covers a month.

CM McGuire - Do you have any marketing efforts geared to just food service? Mr. Adams - A lot of it is word of mouth, holiday events, 9 & Dine, etc.

The Presentation was Received and Filed.

2 [15-533](#)

PRESENTATION ON OPTIONS IN AMENDING THE LAND DEVELOPMENT CODE FOR STANDARDS REGULATING BOTTLE CLUBS

Mr. Landon gave a brief overview of this item. Mr. Bill Hoover, Senior Planner, gave a PowerPoint presentation (attached to these minutes). Mr. Ray Tyner, Planning Manager, was also available for questions.

>Public Concerns in Other Communities slide:

CM McGuire - Has anybody representing a bottle club come to the City? Mr. Landon - Yes, we definitely have had owners of bottle clubs that were closed down in the Volusia County area enter Palm Coast City Hall and say they would like to open up a facility in one of the shopping centers. They have come and talked to the Building Dept. and Business Tax Receipt office; it is not just a rumor. They are aware Council is considering this issue; public process.

CM McGuire - Arrests for what (in Hillsborough County)? Mr. Hoover - Six arrests were for drugs and the managers were arrested for selling alcoholic beverages in addition to just dispensing it.

CM McGuire - Why did we pick Hillsborough County? Mr. Hoover - There is not a large variety of bottle clubs out there. Mr. Tyner - That was the latest incident that is why we used Hillsborough.

CM McGuire - Are there any counties that have bottle clubs that don't have any problems? Mr. Tyner expressed after talking to Senior Commander Mark Carman and the Flagler County Sheriff's Office, he explained they kind of morphed into something different from what they were 25 years ago. These are hard to manage, gang related, different folks coming in from different counties.

CM Nobile - When we say bottle club; how are we going to define that compared to

VPW and they are bringing in food and beer and booze? Mr. Landon - It is defined by State law. Attorney Reischmann - We have already been working with staff and prepared a definition to be sure we are in line with the State definition as well as other jurisdictions' definitions.

CM McGuire - When does the 120 day moratorium end? Attorney Reischmann - April 13, 2016; it gives us time for the public process, etc.

>Zoning Strategies for PLDRB Consideration slide:

VM Shipley - Are we showing there are four ways the bottle clubs could be allowed? Mr. Tyner - Yes, another alternative is to allow them with our most intensive regulated districts. Attorney Reischmann - If we are going to allow these in Palm Coast, we have to give some definitive regulations. Mr. Landon - We are not recommending that but just giving options. If we are not going to allow them, there is no need to get in detail about this.

CM Nobile - Prohibit/deny, he wants it to really show a special scenario; strong ammunition as to why we are doing this. Attorney Reischmann - That is why the public process is so important, the potential problems; how we can regulate them; best place to address that is in the definitions.

The Presentation was Received and Filed.

3 [16-01](#)

PRESENTATION - STATE ROAD 100 CORRIDOR COMMUNITY REDEVELOPMENT AGENCY ANNUAL REPORT: FISCAL YEAR 2014-2015

Mr. Landon gave a brief overview of this item. Mr. Beau Falgout, City Administration Coordinator, gave a PowerPoint presentation (attached to these minutes). Mr. Christopher Quinn, Finance Director, was available for questions.

>FY 2014/2015 Expenses slide:

CM McGuire - What are the operating expenses, what is in there? Mr. Falgout - Fees we pay for property, stormwater fees. Mr. Quinn - Some minor stormwater and utility fees, some of the maintenance as it relates to Central Park.

CM McGuire - This is money that the CRA (Community Redevelopment Agency) paid out to whom? Mr. Quinn - Utilities, consultants, maintenance, vendors. Mr. Falgout - We do not charge staff operating expenses like some communities do.

CM McGuire - Have you had any conversation with the County or the library staff because he has talked with some County Commissioners and there is some interest in putting another public library in the CRA somewhere? Mr. Falgout - He has not had direct conversation; definitely from a private redevelopment standpoint, we have had talks with end users about commercial retail at the corner of SR100 and Bulldog; this is the corner they all want to be at. We have always thought this would be an excellent site for a public facility; library might be a good use for that.

CM DeLorenzo - What process are we using to engage end users at the corner? Mr. Falgout - A couple of things, one they call us, we are actually putting up a redevelopment sign there at the corner and Whispering Pines. Buxton, all their studies were on this intersection; for top retailers, we are always talking about this corner.

CM DeLorenzo - We discussed previously some sort of a more advanced process for getting people involved in requests for proposals or such. Are we going to consider that or are we still going to just look for a retailer and hope to tie them together etc.?

Mr. Falgout - He is hoping that by getting an end user, they will be productive in that process.

>Other Items of Interest slide:

CM McGuire - Why is there that much of an interest rate difference between Ameris and BB&T? Mr. Quinn - The use of funds, the BB&T Bank is at tax exempt rate because the use of those funds were for infrastructure. The Ameris Bank is at a taxable rate because those funds were used to purchase properties, potentially going to be used to put in the hands of a private owner for redevelopment, etc. Mr. Landon - It is also because the debt was issued at different times, different rates.

Mayor Netts was excused from the meeting at this time and handed the gavel to Vice Mayor Shipley to continue the meeting (10:33 a.m.)

The Presentation was Received and Filed.

E. WRITTEN ITEMS

4 [15-527](#)

RESOLUTION 2016-XX APPROVING THE CONTRACT FOR THE PURCHASE AND SALE OF THE VACANT LAND AT 19 SENTINEL TRAIL FOR THE CONSTRUCTION AND PERMANENT ACCESS TO THE WATER CONTROL STRUCTURE AND CANAL

Mr. Landon gave a brief overview of this item. Mr. Don Schrager, Stormwater System Specialist, was present for questions.

CM McGuire - We don't have an easement or anything? Mr. Landon - You would have to go all the way down the canal, construction with all those trees in people's backyards and getting the equipment in there, etc.; not a good alternative. Mr. Schrager - The price of that would be excessive.

CM McGuire - Appraised by Jay Gardner's group? Mr. Landon - No, private appraisal.

CM DeLorenzo - About the access itself, in the past we have received some complaints about how this affects the neighbors; maintain it in some fashion; how are we going to do this, etc.? Mr. Schrager - As much as possible, we will put the access at the center of the property; nondescript access point; dirt road, etc.

CM DeLorenzo - Let's make sure we communicate with the neighbors.

CM McGuire asked with regard to the pictures shown, what function is it serving at all? Mr. Schrager - Right now, minimal.

CM McGuire - So, what if we didn't have it? Mr. Schrager - We want to reestablish the water table and bring it back up; same thing as with the Three Sisters (weir).

CM McGuire - Do we really need this? Mr. Schrager - Yes, because the water table in that area needs to come back up.

CM DeLorenzo - The outfall on the other side of I-95, the water level looks really high; are we having drainage issues on the outfall on the east side of I-95? Mr. Schrager - Yes, the lake tends to get a little higher than it is supposed to because drainage has to go under I-95 and down by the dump; a lot of overgrowth, not maintained; over the last three years the contractor has dug it out, etc.

CM DeLorenzo asked if the higher water level had to do with design. Mr. Schrager - No.

CM DeLorenzo - In the future, there is going to be development on that portion of Old Kings, will there be opportunities to improve that area or will it be too much and we won't be able to touch it? Mr. Schrager - Site specific; that may be able to be changed; a little bit more accessible.

CM McGuire - This money will issue access to the L-1, is the L-1 scheduled for replacement? Mr. Schrager - It is on the capital improvement plan.

CM McGuire - Is it budgeted for this year? Mr. Schrager - Three years from now; this was an opportunity (for purchase of the property).

CM McGuire - It is going to be like this for three years? Mr. Schrager - It has been like this since he has been here. Mr. Landon - It was never a high priority; we did try to buy this property before but they didn't want to sell, etc. We jumped on the opportunity when it became available; it will allow us to take a look at our capital plan.

VM Shipley - Could it be that it will just cost more in a few years? Mr. Schrager - This was an opportunity. Mr. Landon - The need that we need to demonstrate is how this structure interacts with the whole drainage system area and how the network works.

The Resolution was Continued.

Enactment No: R2016-2

5 [15-531](#)

RESOLUTION 2016-XX APPROVING A CONTRACT WITH HAZEN CONSTRUCTION, LLC, FOR THE CONSTRUCTION OF THE EQUIP 5 WELLS AND NEW RAW WATER MAIN, PHASE 1, PROJECT

Mr. Landon gave a brief overview of this item. Mr. Stephen Flanagan, Community Development Director, and Ms. Mary Kronenberg, Project Coordinator, were present for questions.

CM McGuire - How many wellheads do we have in populated areas (Sesame Blvd. is in the middle of a subdivision)? Mr. Flanagan - In this area, we currently have 8 wells; 1 is very remote, 2nd one is slightly remote, 3rd one is in a commercial area off of U.S. 1 but the other 4 are clearly in the residential areas; some are on a residential lot adjacent to the pump.

CM McGuire - Has that ever been a problem, drilling a well next to neighborhood? Mr. Flanagan - He has never heard any major issues in the years he has been with the City.

The Resolution was Continued.

Enactment No: R2016-3

Public Participation shall be in accordance with Section 286.0114 Florida Statutes. Any member of the public interested in speaking on any proposition agendaed or that Council discusses or considers during this workshop, will be afforded the opportunity to speak during public participation at the next City Council Business Meeting. Contact the City Clerk's office for the meeting date, time, and location at 386-986-3713 or cityclerk@palmcoastgov.com.

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

VM Shipley - After listening to the last meeting, she met with Luanne Santangelo and the Little League and spoke to Attorney Reischmann. We didn't do anything that wasn't above board; her concern is the 10 games they have every year and pretty much at the same time; 2 of the games which is a large percentage of their 10, we had gone and used for tournaments which City Council has said we do want tournaments and bring in other people on our fields but with Little League because there are only 10 and because Holland Park isn't available now. She described what we used to do is let the parties interested in using the fields work it out. Mr. Landon added it was local teams, not tournaments. Mr. Landon gave an update - We met with the Little League reps; excellent meeting we learned from each other a little more about how we schedule tournaments and their schedule and how it impacts their schedule. We have agreed that we need to be more sensitive to their season and that they have to get so many games in. Secondly, the organizer of the tournament out of St. Augustine; some of their members/representatives are familiar with them and they are a good business to be connected with; they are what we try to attract here because they don't just do baseball tournaments and they have been very cooperative so have said yes we need to have the Crown Castle Sports (organizer) and our Little League people get together and we could facilitate that and see if we can't schedule tournaments around their season and their schedules. We have already have that meeting set up and included Mr. Dunn at the TDC and so hopefully they can work it out, etc. They have asked for some kind of memo of understanding so they don't get surprised. CM Nobile expressed that there seemed to be no communication and that was the problem. VM Shipley stated the Little League was worried more of their games would be bumped in the future. Mr. Landon - We have said that if the organizers can change this year, that would be great, but we know they already have teams signed up and we don't know if that is possible but if it is not possible this year we will know for the future so that we don't impact the Little League schedule, etc. Once we schedule the Little League, we are not going to bump them.

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

No comments.

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

Mr. Landon stated we have our new permanent furniture in the workshop meeting room and we have our audio visual people in the house working on the audio to fine tune it, etc.

Capital Projects - You will see a bid come in soon for our second wastewater treatment plant, February or March.

CM Nobile - So, that loan process is through? Mr. Landon - Yes, we are actually out to bid.

Palm Harbor Extension - Any time you have a detour through a residential area, you are going to get complaints; they are scheduled to have Palm Harbor open again all the way up to Matanzas by the end of February or because of rain delays he would say March.

Holland Park - They are making up time; good progress there.

Palm Coast Parkway - He is getting nothing but good comments about it.

I. ADJOURNMENT

The meeting was adjourned at 11:04 a.m.

*Respectfully submitted,
Barbara Redline*

ATTACHMENT TO MINIUTES

[16-04](#) MEETINGS CALENDAR AND AGENDA WORKSHEET

[16-10](#) ATTACHMENTS TO MINUTES