



# City of Deltona

2345 Providence Blvd.  
Deltona, FL 32725

## Agenda

### City Commission Workshop

*Mayor John C. Masiarczyk Sr.*  
*Vice Mayor Chris Nabicht*  
*Commissioner Heidi Herzberg*  
*Commissioner Gary Mitch Honaker*  
*Commissioner Nancy Schleicher*  
*Commissioner Diane J. Smith*  
*Commissioner Brian Soukup*

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Monday, March 28, 2016

5:30 PM

2nd Floor Conference Room

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**1. CALL TO ORDER:**

**2. ROLL CALL – CITY CLERK:**

**3. PLEDGE TO THE FLAG:**

**PUBLIC COMMENTS: – Citizen comments limited to items not on the agenda and comments on items listed on the agenda will take place after discussion of each item.**

**4. BUSINESS:**

- A. [Presentation on the New Senior Community Center - Chris Bowley, Planning and Development Services, \(386\) 878-8602.](#)

[Strategic Goal: Fiscal Issues, New Senior Community Center.](#)

**Background:**

On March 2, 2016, the City Commission held a workshop to review the initial conceptual designs created by the project architect, C.T. Hsu & Associates. At that meeting, the decision to design and construct a community center with a focus on seniors and a large community assembly area was made paramount and the inclusion of a regional recreational facility in the form of a gymnasium was removed. The intent is that a regionally serving gymnasium will be incorporated into a regional recreational complex in the future.

The project architect took the City Commission comments from the March 2nd meeting and created an entirely new schematic (see attached) that meets the original City Commission development program provided to them at the start of the project, to the greatest degree, and community and staff comments. The incorporation of a defined senior facility that also meets the intent of the use of

Jablonski Trust funds and Community Development Block Grant funds is also met. Finally, with additional notification for community involvement at this meeting, the project architect is providing the final conceptual schematic for completion to be able to move into the construction plan phase to be able to meet the project schedule for opening of the facility in December of 2017, as well as to remain within the project budget.

**Attachments:** [Deltona Community Center List](#)  
[LEED Rating System Checklist 20110310](#)  
[Scheme A Color Site Plan](#)  
[Scheme A Color Plan](#)

- B. [Discussion and review of future Events/Beautification Manager position- Jane Shang, City Manager \(386\) 878-8850.](#)

[Strategic Goal: Economic Development/ Internal and External Communication](#)

**Background:** Strategic goals identified by the Commission include increasing the number of community events offered to the public, increasing the City's usage at the Amphitheater and partnering with other organizations to provide more social events to serve Deltona's senior and youth population. Further, the new Deltona Community Center is scheduled to open in December 2017. Currently, events are handled by the Parks and Recreation Department as an additional responsibility to facility oversight/maintenance. Events management (including fundraising and sponsorships) requires a specialized skill set and dedicated staff.

Beautification goals are also growing and require dedicated staff to maintain the landscaping. I am proposing the hiring of an Events/Beautification Manager to oversee the marketing, scheduling, fundraising, and operation/oversight of the Community Center and other City sponsored/co-sponsored events. With the right person the new Community Center could be cost neutral. The Events/Beautification Manager will also be responsible for beautification oversight (as a full time beautification manager is not necessary). The Community Information Specialist and two Parks staff will be re-assigned to the Events/Beautification Manager.

**Attachments:** [Events and Beautification Manager](#)  
[Copy of Events Manager salaries spreadsheet](#)

- C. [Review and prioritize Strategic Goals- Jane Shang, City Manager \(386\) 878-8850.](#)

[Strategic Goal: Economic Development/ Internal and External Communication.](#)

**Background:**

The City of Deltona initiated a strategic planning process on October 17, 2015 with a community visioning workshop. During the workshop, residents shared their dreams and aspirations for the future of the city. This was followed by a day-long strategic planning workshop on November 7, 2015 for the City Commission and senior staff. This led to identification of strategic issues the city should address and a set of goals and objectives for the city to accomplish in the next few years. Commissioner Diane Smith is requesting to review and prioritize the City's Strategic Goals.

- D. [Discussion regarding possibly adopting Ordinance No. 18-2016, Creating a new Chapter 47, "Sale and Use of E-Cigarettes and Liquid Nicotine" - Becky Vose, Legal Department \(407\) 448-0111.](#)

[Strategic Goal: Public Safety - prohibit the sale to minors, their use where smoking is prohibited, and its self-service merchandising.](#)

**Background:**

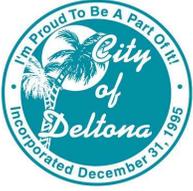
This ordinance would prohibit the sale of e-cigarettes to minors, prohibit their use in all places where smoking is prohibited under state law, and would prohibit self-service merchandising of e-cigarettes.

**Attachments:** [Ordinance No. 18-2016 \(E-cigarettes Ordinance-Draft\)](#)

**5. CITY MANAGER COMMENTS:****6. ADJOURNMENT:**

*NOTE: If any person decides to appeal any decision made by the City Commission with respect to any matter considered at this meeting or hearing, he/she will need a record of the proceedings, and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).*

*Individuals with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk, Joyce Raftery 48 hours in advance of the meeting date and time at (386) 878-8500.*



## Agenda Memo

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**AGENDA ITEM: A.**

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**TO:** Mayor and Commission

**AGENDA DATE:** 3/28/2016

**FROM:** Jane K. Shang, City Manager

**AGENDA ITEM:** 4 - A

**SUBJECT:**

Presentation on the New Senior Community Center - Chris Bowley, Planning and Development Services, (386) 878-8602.

Strategic Goal: Fiscal Issues, New Senior Community Center.

**LOCATION:**

1640 Dr. Martin Luther King Blvd. (Lot 7) within the Howland Crossings Project; south of Howland Blvd.

**BACKGROUND:**

On March 2, 2016, the City Commission held a workshop to review the initial conceptual designs created by the project architect, C.T. Hsu & Associates. At that meeting, the decision to design and construct a community center with a focus on seniors and a large community assembly area was made paramount and the inclusion of a regional recreational facility in the form of a gymnasium was removed. The intent is that a regionally serving gymnasium will be incorporated into a regional recreational complex in the future.

The project architect took the City Commission comments from the March 2<sup>nd</sup> meeting and created an entirely new schematic (see attached) that meets the original City Commission development program provided to them at the start of the project, to the greatest degree, and community and staff comments. The incorporation of a defined senior facility that also meets the intent of the use of Jablonski Trust funds and Community Development Block Grant funds is also met. Finally, with additional notification for community involvement at this meeting, the project architect is providing the final conceptual schematic for completion to be able to move into the construction plan phase to be able to meet the project schedule for opening of the facility in December of 2017, as well as to remain within the project budget.

**COST:**

N/A

**SOURCE OF FUNDS:**

N/A

**ORIGINATING DEPARTMENT:**

Planning and Development Services

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**AGENDA ITEM: A.**

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**STAFF RECOMMENDATION PRESENTED BY:**

Chris Bowley, AICP, Director, Planning and Development Services - Staff recommends that the City Commission approve the final Senior Community Center to move into construction plans and adhere to the project schedule and project budget.

**POTENTIAL MOTION:**

N/A - For discussion and direction to staff, as necessary.

## **Proposed Community Center Composite Programmatic List per the City Commission**

### **Building Features**

Port-cochere/covered pick up and drop off area

Electronic changeable copy sign/message board for events at the building

Public art display

Green LEED Certified building with solar panels

Building size 20,000 to 30,000 SF initially (gym to be added in the future)

Administrative offices

Building served by natural gas (if available)

Entryway foyer as gathering space

Full-service kitchen facility/catering setup area

Large assembly room/meeting area/banquet space with adjustable walls

Raised stage and audio/video sound systems for concerts

Hallways on outside of large assembly room with classrooms seating up to 25-30 people in each (depends on length of hallway for the # of rooms)

Game room for all ages/teen center

Exercise room/senior fitness center

Council on Aging area/senior citizen group

Veterans service office/medical service office

Storage rooms to change out tables, equipment, etc.

Full audio/visual equipment in large assembly room and side offices/rooms

Restroom facilities in convenient locations/bridal changing room/showers

Acoustic panels in the large assembly room

Fiber optics to the building and throughout for connection to the City network

Electrical panels on the exterior of the building for seasonal displays/outdoor events/weddings



# LEED 2009 for New Construction and Major Renovations

Project Checklist

Deltona Senior Center

Mar 19 2016

## 8 7 11 Sustainable Sites Possible Points: 26

Y	?	N			
Y			Prereq 1	Construction Activity Pollution Prevention	
1			Credit 1	Site Selection	1
		5	Credit 2	Development Density and Community Connectivity	5
		1	Credit 3	Brownfield Redevelopment	1
	6		Credit 4.1	Alternative Transportation—Public Transportation Access	6
1			Credit 4.2	Alternative Transportation—Bicycle Storage and Changing Rooms	1
3			Credit 4.3	Alternative Transportation—Low-Emitting and Fuel-Efficient Vehicles	3
		2	Credit 4.4	Alternative Transportation—Parking Capacity	2
		1	Credit 5.1	Site Development—Protect or Restore Habitat	1
1			Credit 5.2	Site Development—Maximize Open Space	1
		1	Credit 6.1	Stormwater Design—Quantity Control	1
		1	Credit 6.2	Stormwater Design—Quality Control	1
		1	Credit 7.1	Heat Island Effect—Non-roof	1
1			Credit 7.2	Heat Island Effect—Roof	1
1			Credit 8	Light Pollution Reduction	1

## 6 2 2 Water Efficiency Possible Points: 10

Y	?	N			
Y			Prereq 1	Water Use Reduction—20% Reduction	
2	2		Credit 1	Water Efficient Landscaping	2 to 4
		2	Credit 2	Innovative Wastewater Technologies	2
4			Credit 3	Water Use Reduction	2 to 4

## 7 13 15 Energy and Atmosphere Possible Points: 35

Y	?	N			
Y			Prereq 1	Fundamental Commissioning of Building Energy Systems	
Y			Prereq 2	Minimum Energy Performance	
Y			Prereq 3	Fundamental Refrigerant Management	
5	5	9	Credit 1	Optimize Energy Performance	1 to 19
	7		Credit 2	On-Site Renewable Energy	1 to 7
		2	Credit 3	Enhanced Commissioning	2
		2	Credit 4	Enhanced Refrigerant Management	2
	1	2	Credit 5	Measurement and Verification	3
2			Credit 6	Green Power	2

## 4 3 7 Materials and Resources Possible Points: 14

Y	?	N			
Y			Prereq 1	Storage and Collection of Recyclables	
		3	Credit 1.1	Building Reuse—Maintain Existing Walls, Floors, and Roof	1 to 3
		1	Credit 1.2	Building Reuse—Maintain 50% of Interior Non-Structural Elements	1
2			Credit 2	Construction Waste Management	1 to 2
		2	Credit 3	Materials Reuse	1 to 2

## Materials and Resources, Continued

Y	?	N			
1	1		Credit 4	Recycled Content	1 to 2
1	1		Credit 5	Regional Materials	1 to 2
		1	Credit 6	Rapidly Renewable Materials	1
	1		Credit 7	Certified Wood	1

## 11 2 2 Indoor Environmental Quality Possible Points: 15

Y	?	N			
Y			Prereq 1	Minimum Indoor Air Quality Performance	
Y			Prereq 2	Environmental Tobacco Smoke (ETS) Control	
1			Credit 1	Outdoor Air Delivery Monitoring	1
		1	Credit 2	Increased Ventilation	1
1			Credit 3.1	Construction IAQ Management Plan—During Construction	1
		1	Credit 3.2	Construction IAQ Management Plan—Before Occupancy	1
1			Credit 4.1	Low-Emitting Materials—Adhesives and Sealants	1
1			Credit 4.2	Low-Emitting Materials—Paints and Coatings	1
1			Credit 4.3	Low-Emitting Materials—Flooring Systems	1
1			Credit 4.4	Low-Emitting Materials—Composite Wood and Agrifiber Products	1
1			Credit 5	Indoor Chemical and Pollutant Source Control	1
1			Credit 6.1	Controllability of Systems—Lighting	1
		1	Credit 6.2	Controllability of Systems—Thermal Comfort	1
1			Credit 7.1	Thermal Comfort—Design	1
1			Credit 7.2	Thermal Comfort—Verification	1
		1	Credit 8.1	Daylight and Views—Daylight	1
1			Credit 8.2	Daylight and Views—Views	1

## 4 2 Innovation and Design Process Possible Points: 6

Y	?	N			
1			Credit 1.1	Innovation in Design: Reduced Mercury Lamps	1
1			Credit 1.2	Innovation in Design: Sustainability Education & Outreach	1
1			Credit 1.3	Exemplary Performance: WEC3	1
		1	Credit 1.4	Exemplary Performance: EAC6	1
		1	Credit 1.5	Exemplary Performance: MRC4 or MRC5	1
1			Credit 2	LEED Accredited Professional	1

## 2 2 Regional Priority Credits Possible Points: 4

Y	?	N			
		1	Credit 1.1	32725 Regional Priority:SSc2 & SSc4.1 & WEC2	1
		1	Credit 1.2	Regional Priority: EAC1 (28%+)	1
		1	Credit 1.3	Regional Priority: EAC2 (13%+)	1
		1	Credit 1.4	Regional Priority: MRC5 (20%+)	1

## 40 31 39 Total Possible Points: 110

Certified 40 to 49 points Silver 50 to 59 points Gold 60 to 79 points Platinum 80 to 110

BUFFER/SETBACK

EASEMENT

FUTURE EVENTS LAWN

EXISTING DRY RETENTION POND

SERVICE

33

45

78

GROUND SIGN

31

46

189

17

46

46

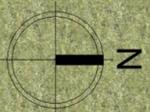


### SITE PLAN

28,605 GROSS SQUARE FEET

0 20 40

C.T. HSU + ASSOCIATES  
MARCH 17, 2016



#### PARKING REQUIRMENTS

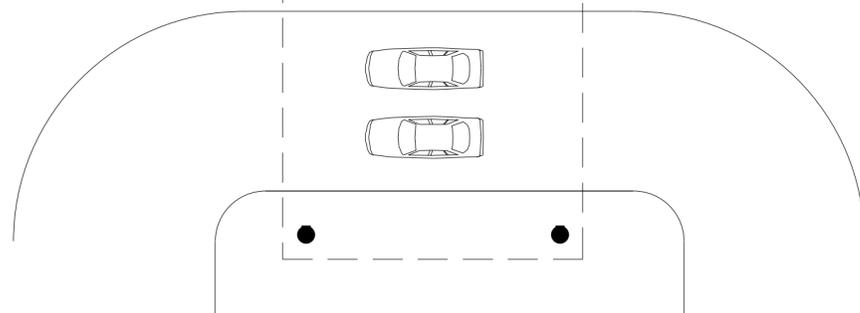
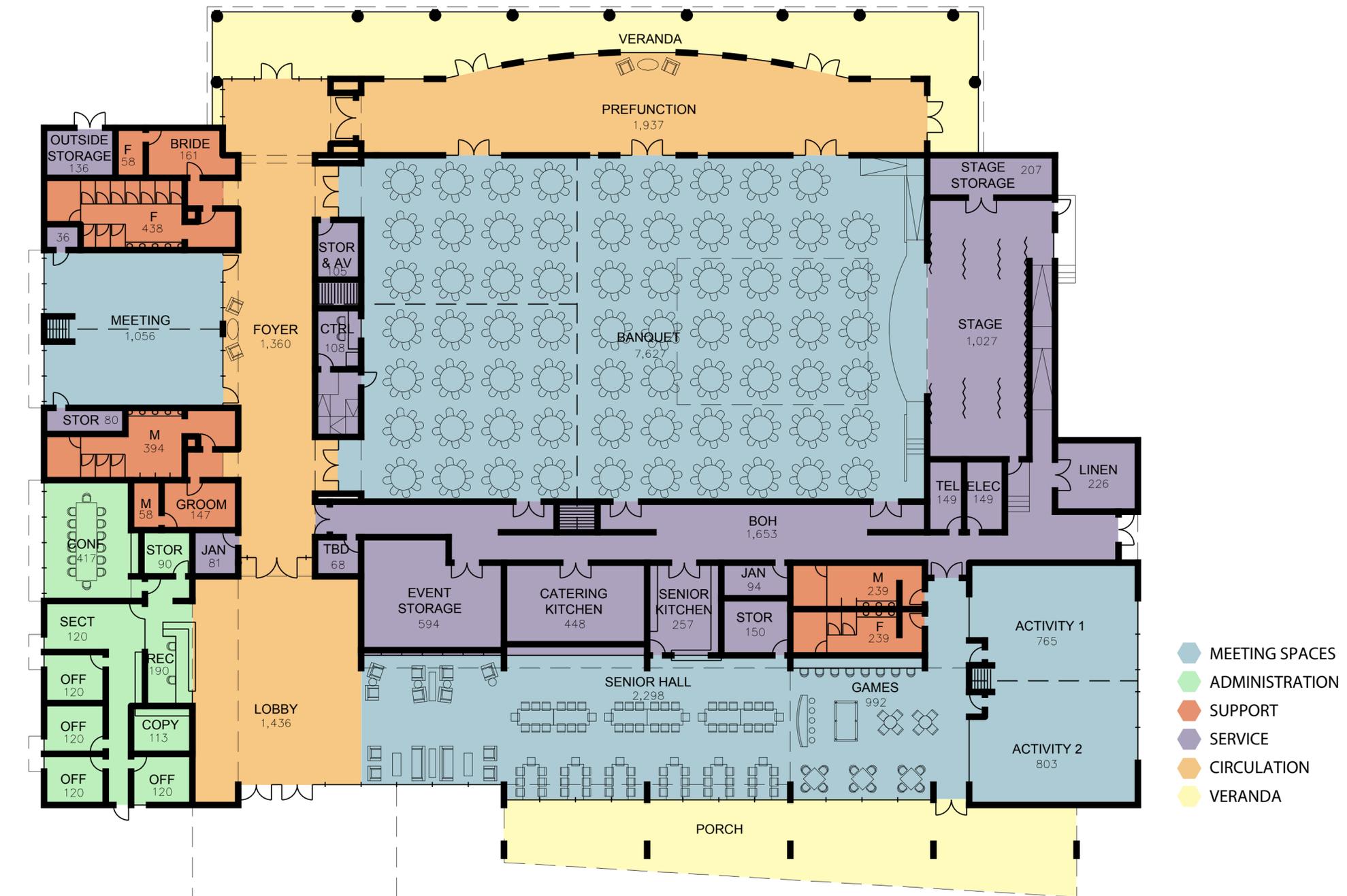
COMMUNITY CENTER - 1 SPACE / 200 GSF

28,605 GSF / 200 = 144 SPACES

TOTAL PARKING REQUIRED: 144

TOTAL PARKING PROVIDED: 264 (12 HC SPACES)



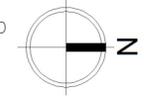


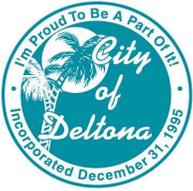
# FLOOR PLAN

28,605 GROSS SQUARE FEET  
500 PLATED, 750 THEATRE

0 5 10 20 40

C.T. HSU + ASSOCIATES  
MARCH 17, 2016





## Agenda Memo

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**AGENDA ITEM: B.**

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**TO:** Mayor and Commission

**AGENDA DATE:** 3/28/2016

**FROM:** Jane K. Shang, City Manager

**AGENDA ITEM:** 4 - B

**SUBJECT:**

Discussion and review of future Events/Beautification Manager position- Jane Shang, City Manager (386) 878-8850.

Strategic Goal: Economic Development/ Internal and External Communication

**LOCATION:**

City Wide

**BACKGROUND:**

Strategic goals identified by the Commission include increasing the number of community events offered to the public, increasing the City's usage at the Amphitheater and partnering with other organizations to provide more social events to serve Deltona's senior and youth population. Further, the new Deltona Community Center is scheduled to open in December 2017. Currently, events are handled by the Parks and Recreation Department as an additional responsibility to facility oversight/maintenance. Events management (including fundraising and sponsorships) requires a specialized skill set and dedicated staff.

Beautification goals are also growing and require dedicated staff to maintain the landscaping. I am proposing the hiring of an Events/Beautification Manager to oversee the marketing, scheduling, fundraising, and operation/oversight of the Community Center and other City sponsored/co-sponsored events. With the right person the new Community Center could be cost neutral. The Events/Beautification Manager will also be responsible for beautification oversight (as a full time beautification manager is not necessary). The Community Information Specialist and two Parks staff will be re-assigned to the Events/Beautification Manager.

**COST:**

Salary Comparison attached.

**SOURCE OF FUNDS:**

TBD

**ORIGINATING DEPARTMENT:**

City Manager

**STAFF RECOMMENDATION PRESENTED BY:**

Jane K. Shang- for consideration of an Events/Beautification Manger's position.

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**AGENDA ITEM: B.**

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**POTENTIAL MOTION:**

N/A- For discussion and direction to staff as necessary.

# City of Deltona

## Classification Description

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Classification Title: **Events/Beautification Manager**

Pay Grade: 23

Department: Office of the City Manager

FLSA Status: E

Effective Date:

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### General Description of Duties

This is a professional level position responsible for the development/planning, fundraising, marketing/promotion, booking/scheduling and operation/oversight of special events (ex. conferences, cultural festivals (Caribbean and Multi-cultural festivals), fundraisers, graduations, holiday breakfasts and/or parades, races, youth events, weddings, etc.) and programs (ex. concerts, theatrical performances) at the Deltona Amphitheater, Deltona Senior Community Center, and other facilities (including City facilities and Volusia County middle schools) as assigned. Position is responsible for ensuring that a new \$9 (nine) million dollar facility is designed (with City staff) and operated in a cost neutral or revenue generating manner; that the Deltona Amphitheater has weekly or bi-weekly scheduled activities; that major community events are offered at least monthly and that social activities are developed to serve Deltona's senior and youth population. **Position will supervise the Community Information Specialist and two parks employees assigned to beautification and events.**

### Specific Duties and Responsibilities

**NOTE:** This list of essential functions is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed.

#### Essential Functions:

Manages the development, planning, implementation and organization of special events including large scale events at City facilities.

- A. Managers all aspects of the Deltona Senior Community Center as a business entity with the goal that the facility is revenue generating. The Senior Community Center consists of approximately 22,000 sf of program space with an additional 20,000 sf for a gymnasium. See attached space allocation. Design is progressing with completion by June 2016. The opening of the facility is scheduled for December 2017. The development, booking and operation of the Senior Community Center will be the manager's primary duty.

Participates in the building and event design process of the new Deltona Senior Community Center.

Responsible for marketing and booking events while the Senior Community Center is in the construction phase as to have events fully or near fully scheduled upon completion.

Researches and recommends fee schedules and rental terms for the new facility. Oversees the operation of the new facility. Formulates the annual budget and manages the facility to ensure it is a cost neutral operation or revenue generating. Responsible for fundraising and obtaining sponsorships for the Deltona Senior Community Center.

- B. Plans and organizes new and established programs at the Deltona Amphitheater. The facility is currently highly underutilized. A priority will be to advance new and existing programs to justify the initial capital investment and ongoing operating expenses.
- C. Plans and organizes new and established City events including festivals, summer concert series, other activities as noted above, etc. Develops joint programs/activities with Volusia County School, Council on Aging, YMCA and others.

Works in conjunction with other City departments on large scale events. Works with Volusia County Schools to develop joint programs and to negotiate use agreements for the use of School property (facilities and fields) to provide recreational programs for the Deltona community.

Manages the leasing of City facilities with the goal of having facilities booked at or near capacity.

Supervises the Community Information Specialist.

Promotes events, working with the City Public Information Office, to the community by developing and implementing effective marketing efforts to increase public awareness of, and use of the facilities to include creating brochures, speaking events, and advertising, and social media outlets in conjunction with the Community Information Specialist.

Builds and maintains relationships with community groups, organizations, schools, etc.

Meets with organizations, groups, and individuals interested in renting the facilities.

Coordinates with caterers and other service providers for events and programs.

Manages the logistics of all events including staffing, equipment, parking, and supplies.

Recommends new or revised programs and activities through studies and reports. Evaluates existing programs and events.

Follows up with clients to ensure satisfaction with facilities.

Coordinates with City staff and Departments on all aspects of the facilities including contract management, logistics, staffing, insurance, liability, safety, etc. Has design input on any future City development for public use facilities.

Works in conjunction with the Parks Department to identify beautification projects and assigns dedicated staff to complete to complete projects.

Supervises two Parks maintenance positions assigned to beautification and events.

### Minimum Education and Training

Bachelor's Degree in Hospitality, Marketing, Public Relations, or a related field supplemented by five (5) years related experience and/or training in special events planning or marketing with a successful record of managing events from a revenue generating perspective. Three (3) years professional experience in leasing events and supervisory duties.

### Licenses/Certifications

Valid Florida Driver's License required.

### Computer Skills

Ability to work effectively with Microsoft Office (Word, Excel, Access, Publisher, and PowerPoint) required.

### Performance Aptitudes

**Data Utilization:** Requires the ability to evaluate, audit, deduce, and/or assess data and/or information using established criteria. Includes exercise of discretion in determining actual or probable consequences, and in referencing such evaluation to identify and select alternatives.

**Human Interaction:** Requires the ability to provide guidance, assistance, and/or interpretation to others on how to apply procedures and standards to specific situations.

**Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to use, operate, and/or handle equipment, such as computers and other office equipment.

**Verbal Aptitude:** Requires the ability to use a variety of advisory data and information, such as Personnel policies and procedures, computer reports, salary and benefits surveys, and legal and governmental guidelines.

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication, and

division; calculate decimals and percentages; interpret graphs.

**Functional Reasoning:** Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic, or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

**Situational Reasoning:** Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving a variety of generally pre-defined duties which are often characterized by frequent change.

### **ADA Compliance**

**Physical Ability:** Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing/pulling of objects and materials of light weight (5-10 pounds), occasionally up to 25 lbs. Tasks may involve extended periods of time at a keyboard or workstation.

**Sensory Requirements:** Some tasks require the ability to perceive and discriminate sounds. Some tasks require visual perception and discrimination. Some tasks require oral communications ability.

**Environmental Factors:** Tasks are regularly performed without exposure to adverse environmental conditions such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, temperature and noise extremes, machinery, vibrations, electric currents, traffic hazards, toxic agents, violence, disease, or pathogenic substances.

### **Performance Indicators**

The work performance of supervisory personnel of the City of Deltona is routinely evaluated according to the performance criteria outlined herein:

**Knowledge of Work:** Has thorough knowledge of the methods, procedures and policies of the City of Deltona as such pertains to the performance of the essential duties of the position. Has thorough knowledge of the laws, ordinances, standards, and regulations pertaining to the essential duties and responsibilities of the position. Has thorough knowledge of the organization of the department, and of related departments and agencies. Clearly understands any occupational hazards and adheres to safety precautions inherent in performing the essential functions of the work. Has thorough knowledge of terminology and related professional languages used within the department as such pertains to work responsibilities. Knows how to maintain cooperative and effective relationships with internal and external customers.

**Quality of Work:** Maintains high standards of accuracy in performing duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains quality communication and interaction with internal and external customers.

**Quantity of Work:** Performs described Essential Functions and related assignments efficiently and effectively in a manner to produce a quantity of work which consistently meets established

standards and expectations.

**Dependability:** Assumes responsibility for completion of assigned functions. Completes assigned work within established deadlines in accordance with directives, policies, standards, and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas.

**Attendance:** Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides sufficient notice to upper management with respect to vacation time and leave requests.

**Initiative and Enthusiasm:** Exhibits an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates appropriate and acceptable action for the completion of work with a minimum of supervision and instruction.

**Judgment:** Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identification of alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advisement where appropriate, and researches issues, situations, and alternatives before exercising judgment.

**Cooperation:** Accepts supervisory and managerial instruction and direction, and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences is justified, i.e., poor communications, variance with established policies and procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation both intra- and interdepartmentally.

**Relationships with Others:** Shares knowledge with managers, supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships both intra- and interdepartmentally, and with external entities with whom position interacts. Tactfully and effectively handles requests, suggestions, and complaints in order to establish and maintain good will. Emphasizes the importance of maintaining a positive image.

**Coordination of Work:** Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion for work elements, and establishes a personal schedule accordingly. Attends required meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

**Safety and Housekeeping:** Adheres to all established safety and housekeeping standards, to include regulatory entities. Ensures such standards are not violated.

**Planning:** Plans, coordinates and uses information effectively in a manner to improve activities

and production. Knows and understands expectations regarding such activities and works to ensure such expectations are met. Develops and formulates ways, means, and timing to achieve established goals and objectives. Effectively and efficiently organizes, arranges, and allocates manpower, financial and other designated resources to achieve such goals and objectives.

**Organizing:** Efficiently organizes own work and that of subordinates as well. Ensures personnel under charge understand what results are expected of them, and that each is regularly and appropriately informed of all matters either affecting or of concern to them.

**Staffing:** Works with upper management, where appropriate, to select and recommend employment of qualified personnel. Personally directs the development and training of personnel under charge, ensuring their proper induction, orientation, and training.

**Leading:** Provides a work environment that encourages clear and open communications. Has a clear and comprehensive understanding of the principles of effective leadership, as well as the application of such principles to functions under charge. Provides adequate feedback to personnel under charge concerning their performance in terms of excellent, satisfactory, or lacking. Commends and rewards personnel under charge for outstanding performance, and takes timely and appropriate disciplinary action as necessary. Exercises enthusiasm in influencing and guiding others toward achievement of established goals and objectives.

**Controlling:** Establishes and maintains a work environment which is orderly and controlled. Coordinates, audits, and controls manpower and financial resources efficiently and effectively. Coordinates, audits, and controls the utilization of materials and equipment efficiently and effectively. Has a clear and comprehensive understanding of established standards, methods, and procedures.

**Delegating:** Assigns duties and responsibilities as necessary and/or appropriate to meet goals, enhance abilities of personnel under charge, build their confidence, and assist them in personal growth. Establishes and maintains confidence in personnel under charge to meet new or additional expectations.

**Decision Making:** Exercises discretion and judgment in developing and implementing courses of action affecting functions under charge. Recognizes when a particular policy, procedure or strategy does not foster the desired result. Moves decisively and explicitly to develop and implement alternatives.

**Creativity:** Regularly seeks new and improved methodologies, policies and procedures for enhancing the effectiveness of functions under charge. Employs imagination and creativity in the application of duties and responsibilities. Is not adverse to change that supports achievement of goals and objectives.

**Human Relations:** Strives to develop and maintain excellent rapport with personnel under charge. Listens to and considers their suggestions and complaints, and responds appropriately.

Establishes a work environment to promote and maintain mutual respect.

**Policy Implementation:** Has a clear and comprehensive understanding of policies regarding functions under charge and the function of the organization. Adheres to all policies in the discharge of duties and responsibilities, and ensures the same for personnel under charge.

**Policy Formulation:** Maintains current knowledge of changes in operating philosophies and policies, and routinely reviews such policies to ensure any changes in philosophy or practice are appropriately incorporated into functions under charge. Recognizes and understands the relationship between operating policies and practices and morale and performance. Strives to ensure established policies enhance same.

The City of Deltona is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City of Deltona will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

This job description does not constitute an employment agreement between the City and the employee. It is used as a guide for personnel actions and is subject to change by the City as the needs of the City and the requirements of the job change.

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Approvals:

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City Manager

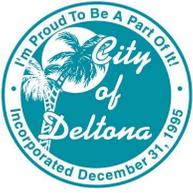
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HR Director

Previous Title if applicable:

<b>Location</b>	<b>Title</b>	<b>pay/range</b>
Ormond Beach	Community Events Coordinator	\$31,491 - \$54,240
Plans, develops, and organizes events, programs, festivals, etc.		
Port Orange	Special Events Coordinator	\$33,508 - \$54,620
Plans, coordinates, markets, and directs events at City facilities		
Deland	Marketing and Special Events Coordinator (Sanborn Center)	\$31,000 - \$45,000
Promoting, planning, and scheduling at the Sanborn Center		
Daytona State College	Events Coordinator (News Journal Center)	\$36,000 - \$63,000
Daytona State College	Events Coordinator III	\$39,800 - \$73,000
Planning, coordinating, promoting, and budgeting of events at the News Journal Center		
Volusia County	Ocean Center Sales Manager	\$51,914
<b>* City of Daytona Beach</b>	<b>Cultural Services and Comm Events Director</b>	<b>\$67,430 - \$128,416</b>
<b>New position - Marketing of city facilities to promoters, at the Peabody Auditorium, Oceanfront Bandshell, etc</b>		
Orange Co. Convention Center	Event and Exhibit Manager	\$80,121 - \$126,000
Orange Co. Convention Center	General Manager - Convention Center	\$90,080 - \$143,588
Orange Co. Convention Center	Event and Special Projects Coordinator	\$43,280 - \$69,450
Orange Co. Convention Center	Event Coordinator	\$39,800 - \$63,500
Orange Co. Convention Center	Senior Event Coordinator	\$46,737 - \$72,500
Simply hired	Event Manager	\$45,000
Payscale.com	Event Manager	\$32,711 - \$69,814
Lake Mary Marriot	Event Manager	\$49,792
City of Orlando	Comuunications & Events Coordinator	\$39,230 - \$49,050
Orlando Sheraton	Convention Services Manager	\$58,000

**\* most similar to Deltona position**



## Agenda Memo

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**AGENDA ITEM: C.**

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**TO:** Mayor and Commission

**AGENDA DATE:** 3/28/2016

**FROM:** Jane K. Shang, City Manager

**AGENDA ITEM:** 4 - C

**SUBJECT:**

Review and prioritize Strategic Goals- Jane Shang, City Manager (386) 878-8850.

Strategic Goal: Economic Development/ Internal and External Communication.

**LOCATION:**

City Wide

**BACKGROUND:**

The City of Deltona initiated a strategic planning process on October 17, 2015 with a community visioning workshop. During the workshop, residents shared their dreams and aspirations for the future of the city. This was followed by a day-long strategic planning workshop on November 7, 2015 for the City Commission and senior staff. This led to identification of strategic issues the city should address and a set of goals and objectives for the city to accomplish in the next few years. Commissioner Diane Smith is requesting to review and prioritize the City's Strategic Goals.

**COST:**

NA

**SOURCE OF FUNDS:**

NA

**ORIGINATING DEPARTMENT:**

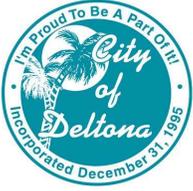
City Manager

**STAFF RECOMMENDATION PRESENTED BY:**

Jane K. Shang- for review and prioritize Strategic Goals.

**POTENTIAL MOTION:**

N/A- For discussion and direction to staff as necessary.



## Agenda Memo

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**AGENDA ITEM: D.**

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**TO:** Mayor and Commission

**AGENDA DATE:** 3/28/2016

**FROM:** Jane K. Shang, City Manager

**AGENDA ITEM:** 4 - D

**SUBJECT:**

Discussion regarding possibly adopting Ordinance No. 18-2016, Creating a new Chapter 47, "Sale and Use of E-Cigarettes and Liquid Nicotine" - Becky Vose, Legal Department (407) 448-0111.

Strategic Goal: Public Safety - prohibit the sale to minors, their use where smoking is prohibited, and its self-service merchandising.

**LOCATION:**

City-wide

**BACKGROUND:**

This ordinance would prohibit the sale of e-cigarettes to minors, prohibit their use in all places where smoking is prohibited under state law, and would prohibit self-service merchandising of e-cigarettes.

**COST:**

N/A

**SOURCE OF FUNDS:**

N/A

**ORIGINATING DEPARTMENT:**

Legal Department

**STAFF RECOMMENDATION PRESENTED BY:**

Becky Vose, Legal Department - Staff recommends review of possibly adopting e-cigarette ordinance.

**POTENTIAL MOTION:**

N/A - For discussion and direction to staff as necessary.

**ORDINANCE NO. 18-2016**

**AN ORDINANCE OF THE CITY OF DELTONA, FLORIDA, CREATING A NEW CHAPTER 47, "SALE AND USE OF E-CIGARETTES AND LIQUID NICOTINE", OF THE DELTONA CODE OF ORDINANCES; MAKING FINDINGS; PROVIDING DEFINITIONS; PROHIBITING SALES TO MINORS AND USE WHERE CIGARETTES ARE PROHIBITED; PROHIBITING SELF-SERVICE MERCHANDISING; PROVIDING FOR ENFORCEMENT; AND PROVIDING FOR CONFLICTS, CODIFICATION, SEVERABILITY, AND EFFECTIVE DATE.**

**BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF DELTONA, FLORIDA:**

**SECTION 1.** A new Chapter 47, "Sale and Use of E-Cigarettes and Liquid Nicotine" of the Code of Ordinances of the City of Deltona is hereby created to read as follows:

**CHAPTER 47. - SALE AND USE OF E-CIGARETTES AND LIQUID NICOTINE**

**Sec. 47.01. - Declaration of policy; legislative findings.**

It is hereby ascertained, determined and declared that:

- (1) The Deltona City Commission is concerned about a potential public health crisis caused by the use of e-cigarettes and by passage of the ordinance from which this chapter derives intends to implement measures to curb the use of e-cigarettes until reliable scientific studies and data are available on the potential health risks to e-cigarette users and the impact of secondhand emissions caused by the use of e-cigarettes.
- (2) The dangers posed by tobacco are not limited to cigarettes, pipes or other traditional forms of smoking.
- (3) New, unregulated high-tech smoking devices, commonly referred to as electronic cigarettes or e-cigarettes, have recently been made available to consumers. These devices closely resemble and purposefully mimic the act of smoking by having users inhale vaporized liquid created through an electronic heating system. The vapors are expelled via a cartridge that usually contains a concentration of pure nicotine. The cartridge and heating element are housed in a device that is typically created to look exactly like a traditional cigarette, cigar or pipe. After inhaling, the user then blows out the heated vapors producing a

"cloud" of undetermined substances that is virtually indistinguishable from traditional cigarettes, cigars and pipes.

(4) Nicotine is one of the most highly addictive substances available for public consumption.

(5) The manufacturers and marketers of e-cigarettes advertise their products as safe nicotine delivery devices and smoking cessation modalities.

(6) The FDA has not approved the use of e-cigarettes as smoking cessation devices.

(7) The FDA has publicly expressed concerns over the safety of these devices.

(8) Studies show that adolescents can become addicted to nicotine after ingesting the equivalent of 20 traditional cigarettes, the amount traditionally available in a single pack. The appeal created by the flavored e-cigarette can lead young people into a lifetime of nicotine addiction.

(9) The nicotine content in e-cigarettes is unknown and unspecified and presents a significant risk of addiction.

(10) Other governments and public health organizations have joined the FDA in speaking out about the potential dangers posed by e-cigarettes. These entities are also calling on e-cigarette manufacturers to discontinue their safety claims until these products have been independently tested, including definitive studies on the potential harm of secondhand e-cigarette emissions. These groups include the World Health Organization and the Canadian government's FDA equivalent, the Health Products and Food Branch Inspectorate.

(11) Every year tobacco products siphon off more than \$268 billion in directly related healthcare and lost worker productivity costs and lead to the deaths of almost one-half million Americans.

(12) Protecting City of Deltona residents against an untested product like e-cigarettes represents sound public health and fiscal policy. The purpose of this chapter is to ban the sale of e-cigarettes and like products in City of Deltona to persons under the age of 18, to prohibit the use of e-cigarettes and like products in public places where traditional forms of smoking are already disallowed, and to prohibit self-service merchandising in the retail sale of e-cigarettes and like products in order to minimize the physical accessibility of e-cigarettes and like products to minors.

**Sec. 47.02. - Definitions.**

For the purpose of this chapter, the following words and terms shall have the meanings given herein:

*City* means City of Deltona, Florida.

*E-cigarette* means any electronic device composed of a mouthpiece, heating element, battery and electronic circuits that provides a vapor of liquid nicotine and/or other substances to the user that he or she inhales in simulation of smoking. This term shall include such devices whether they are manufactured as e-cigarettes, e-cigars, e-pipes or under any other product name.

*Liquid nicotine* means any liquid product composed either in whole or part of pure nicotine and other substances and manufactured for use with e-cigarettes.

*Open display unit*, in the context of the retail sale of e-cigarettes and liquid nicotine, means any device, furniture or furnishing within or upon which e-cigarettes or liquid nicotine are displayed to customers, and includes but is not limited to any case, rack, shelf, counter, table, desk, kiosk, booth, stand and other surface.

*Person* means any natural person or artificial entity capable of suing and being sued in the State of Florida.

*Self-service merchandising*, in the context of the retail sale of e-cigarettes and liquid nicotine, means the open display of e-cigarettes and liquid nicotine, whether packaged or otherwise, for direct retail customer access and handling prior to purchase without the intervention or assistance of the retailer or the retailer's owner, employee or agent. Such open display includes the use of an open display unit.

*Smoking* means smoking as defined in Section 386.203, Florida Statutes, and any successor thereto.

*Use of an e-cigarette* means the heating or ignition of an e-cigarette which creates a vapor of liquid nicotine and/or other substances which the user can inhale in simulation of smoking.

**Sec. 47.03. - Sale of e-cigarettes to minors prohibited.**

It is prohibited for any person to sell or offer for sale e-cigarettes or liquid nicotine within the City to a person under eighteen (18) years of age.

**Sec. 47.04. - Use of an e-cigarette where smoking prohibited.**

The use of an e-cigarette is prohibited at all locations within the City at which smoking is prohibited under Chapter 386, Florida Statutes.

**Sec. 47.05. - Self-service merchandising prohibited.**

(a) No person engaged in the retail sale of e-cigarettes or liquid nicotine shall sell, permit to be sold, offer for sale, or display for sale e-cigarettes or liquid nicotine by means of self-service merchandising.

(b) No person engaged in the retail sale of e-cigarettes or liquid nicotine shall place e-cigarettes or liquid nicotine in an open display unit unless the same is located in an area that is inaccessible to customers.

**Sec. 47.06. - Enforcement; penalties.**

Any person who commits any act prohibited or declared unlawful in this chapter shall be punished by a fine not exceeding \$500.00, or imprisonment for a term not exceeding sixty (60) days, or by both such fine and imprisonment in the discretion of the court. If committed in the presence of a law enforcement officer, any act prohibited or declared unlawful in this chapter shall be considered to be an arrestable offense. Alternatively, this Article may be enforced through the Special Magistrate as an ordinance violation with a penalty of up to \$250.00 for the first offense, and up to \$500.0 for the second and subsequent offenses.

**SECTION 3. CONFLICTS.** All Ordinances or parts of Ordinances insofar as they are inconsistent or in conflict with the provisions of this Ordinance are hereby repealed to the extent of any conflict.

**SECTION 4. CODIFICATION.** The provisions of this Ordinance shall be codified as and become and be made a part of the Code of Ordinances of the City of Deltona. The sections of this Ordinance may be renumbered or relettered to accomplish such intention.

**SECTION 5. SEVERABILITY.** In the event that any portion or section of this Ordinance is determined to be invalid, illegal or unconstitutional by a court of competent jurisdiction, such decision shall in no manner affect the remaining portions or sections of this Ordinance which shall remain in full force and effect.

**SECTION 6. EFFECTIVE DATE.** This Ordinance shall take effect immediately upon its final passage and adoption.

**PASSED AND ADOPTED THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2016.**

**FIRST READING:** \_\_\_\_\_

**ADVERTISED:** \_\_\_\_\_

**SECOND READING:** \_\_\_\_\_

\_\_\_\_\_  
**JOHN C. MASIARCZYK SR., MAYOR**

**ATTEST:**

\_\_\_\_\_  
**JOYCE RAFTERY, CITY CLERK**

Approved as to form and legality for use  
and reliance by the City of Deltona, Florida

\_\_\_\_\_  
**GRETCHEN R. H. VOSE, CITY ATTORNEY**