

# City of Deltona

**CITY COMMISSION WORKSHOP**  
**MONDAY, MARCH 11, 2013**  
**6:30 P.M.**

*Mayor*  
John Masiarczyk

*Vice Mayor*  
Zenaida Denizac  
*District 1*

*Commissioners:*

Webster Barnaby  
*District 2*

Heidi Herzberg  
*District 3*

Nancy Schleicher  
*District 4*

Fred Lowry  
*District 5*

Chris Nabicht  
*District 6*

*Acting City Manager*  
Dave Denny

**2ND FLOOR CONFERENCE ROOM**  
**2345 PROVIDENCE BLVD.**  
**DELTONA, FLORIDA**

**AGENDA**

- 1. CALL TO ORDER:**
- 2. ROLL CALL – CITY CLERK:**
- 3. BUSINESS:**
  - A. Discussion re: Overview of current Communications methods used by City and proposed additional methods of communication.**
  - B. Discussion re: additional programming for the City's television station.**
  - C. Discussion re: Marketing Deltona and encouraging civic pride.**
  - D. Discussion re: Legal issues and outside legal consultants.**
  - E. Discussion re: City Manager Issues.**
- 4. PUBLIC COMMENTS- Citizen comments limited to items on the agenda (4 minute maximum length per speaker)**
- 5. 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 Kent 48 hours in advance of the meeting date and time at (386) 878-8500.



## AGENDA MEMO

**TO:** Mayor & City Commission **AGENDA DATE:** 3/11/2013

**FROM:** William "Dave" Denny, Acting City Manager **AGENDA ITEM:** 3 - A

**SUBJECT:** Discussion re: Overview of current Communications methods used by City and proposed additional methods of communication.

**LOCATION:**

N/A

**BACKGROUND:**

During the Dec. 8 Commission workshop, the City Commission discussed the need for better and additional communication methods to reach out to our residents with information about meetings, public hearings, special events, etc. Former City Manager, Faith Miller, sent the Mayor & Commission a memo on Feb. 27, "Re: Communication Efforts," outlining the current methods and tools used to communicate to our residents. The City Commission has indicated a desire to discuss these methods and tools and possibly explore new ideas for communication.

**ORIGINATING DEPARTMENT:**

City Manager's Office

**SOURCE OF FUNDS:**

N/A

**COST:**

N/A

**REVIEWED BY:**

Deputy City Manager, City Attorney

**STAFF RECOMMENDATION PRESENTED BY:**

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

**POTENTIAL MOTION:**

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

**AGENDA ITEM APPROVED BY:**

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William "Dave" Denny, Acting City

**ATTACHMENTS:**

Manager

- City Manager Memo, Feb. 27, 2013 Re: Communication Efforts
- Information re: Banners over roads
- Newspaper Circulation Information and Rate Sheets
- Internal PIO Service Request Form
- Internet Advertising Fact Sheet



## Office of the City Manager

# Memo

**To:** Mayor & Commissioners  
**From:** Faith G. Miller, City Manager  
**Date:** February 27, 2013  
**Re:** Communication Efforts

During the December 8<sup>th</sup> Commission workshop, there was discussion regarding the need for better and additional communication methods to reach out to our residents to let them know of important meetings, public hearings, special events, etc. I asked our Communications' Office (Lee Lopez & Wendi Jackson) to provide me with a list of all our current communication mechanisms and suggestions for improvements to help us "get the word out".

First it should be noted that the list being provided is a list of tools we use regularly when we receive information pertinent to our residents and/or City-sponsored event information. By City-sponsored we mean the City of Deltona is either the event coordinator; the event has been approved to receive in-kind or monetary donations from the City; or the event is a Volusia County event that directly affects Deltona residents. As an example, we have given communication support to Spring Fest, events at the Lyonia Environmental Learning Center, events sponsored by the Deltona DreamKeepers or the West Volusia Hispanic Association.

The following list includes the current methods and tools we use to communicate to our residents:

- **City's official WebPage – [www.Deltonafl.gov](http://www.Deltonafl.gov):** The Communications' office regularly posts information to the "News & Highlights" section of the City's homepage, press releases to the Communications Office page and submits to the Web Master events for the Event Calendar. All City newsletters are also published on the site in both English and Spanish. There's also information on the home page about how to follow the City of Deltona on social networking sites.

February 27, 2013

- **Official City bulletin boards:** Meeting notices and event flyers are posted on official City bulletin boards in City Hall, Parks' facilities, Community Centers.
- **Event flyers/posters:** Staff creates large posters for display in City Hall lobby and 11" x 17" flyers that we ask our local businesses to display as well for special events.
- **Press Releases:** The Communications Office (PIO) maintains an email list of all local print, television, radio, internet/blog outlets for the purpose of sending press releases or statements of public record out. It is our goal to send an event press release out no later than two (2) weeks prior to the event.
- **E-blast:** Included in the maintenance software of the City's Web site, is the ability to for anyone with Internet access to provide the City with an e-mail address for the purpose of notification within certain categories. The Communications Office utilizes those that sign up for "City News" and "Parks & Recreation News" to send out "blast" emails to a large number of recipients. Currently, there are 2,257 individuals registered through this system for a variety of topics.
- **DeltonaTV's Community Calendar:** Every event, public meeting, and general information about the City gets a TV slide for the Community Calendar scroll on DeltonaTV.
- **DeltonaTV:** Using video shot at events or around the City, the Communications Office has the ability to produce informative vignettes on DeltonaTV highlighting upcoming events, showcasing events after they take place or just bringing information to light that affects our residents.

The City also broadcasts live all City Commission meetings held in the Commission Chambers; as well as replays the meetings on DTV during the two-week period in between Regular Commission meetings. City staff has also taped for later broadcast other types of special meetings that are held in the Chambers, such as any crime prevention seminars hosted by the VCSO, public meetings about State issues, emergency management, energy conservation, etc. City staff also videos special events throughout the City and replays those events through DTV.

- **Deltona TourBook:** This is a video vignette service that was free to the City and includes six (6) 90-second video vignettes about the City including: Welcome message, Quality of Life, Real Estate and Relocation, Education, Economic Development, and Parks and Recreation. The link to these vignettes is on the homepage of the City's website.
- **Official City Newsletter:** The newsletter is direct mailed to all 35,000+ addresses four times per year. All departments including the Volusia County Sheriff's Office are asked to provide the Communications Office with submissions. Content is reviewed by the City Manager and also approved by the City Commission prior to each edition being submitted to the printer. We also send out paper copies of the newsletter in Spanish to those who call in and request a copy; the Spanish versions are printed here at City Hall and we print approximately 60 a month.

February 27, 2013

- **Entryway signs:** The City owns and operates from within the Communications Office two LED signs located at Saxon Boulevard (near Interstate 4) and Howland Boulevard (near Interstate 4). Although the amount of text the signs can display is minimal and the technology somewhat antiquated, it's still an outlet that can easily be seen by our many commuters.
- **City facility signage:** The City also has the directional electronic sign at the entrance to City Hall which is shared with DSC. In the past, the City had the ability to change the text of this sign, but now DSC controls the sign, and we can request to have information posted on the sign. Normally, the sign includes a standard message about the days and times of our Regular Commission meetings.
- **Portable message boards:** These signs are used mainly to notify residents of traffic conditions, but the two (2) large orange message boards are used to notify the public of large special events at our parks, the Amphitheater, City Hall as needed.
- **Print marketing:** The Communications Office provides graphic support to the many departments of the City by assisting them in the design of flyers and posters for events and information.
- **Bus shelters:** 20/20 Media, the company which contracts with the City to provide bus shelters allows the Communications Office to post information in the shelters where 20/20 does not have paid advertising. For instance, in December, the company had rented all but eight sides of all of their shelters; but most recently we had advertising for the City's Annual Christmas Parade, Halloween Spooktacular, and National Night Out on display in the bus shelters. One concern with the shelters is that the information may stay in place for some time after an event, as the company does not change out the information until they have new paid advertising or City advertising to replace it.
- **Social media:** The City of Deltona has an active presence on Facebook and Twitter. We have accounts on FourSquare, Instagram and Pinterest as well, but have not found these platforms to be useful yet. On Facebook, we are the City of Deltona, Communication & Public Information Office and on Twitter we are CityofDeltona. We post everything we would post in any of our other outlets but also post traffic information from the Department of Transportation, immediate weather information from the National Weather Service, information posted from the Volusia County Sheriff's Office (who also use Facebook & Twitter) that affects Deltona. The last time staff checked we had more Facebook "likes" than any other City in Volusia County with just over 700. Only Port Orange has more Twitter followers than Deltona, but Port Orange doesn't use Facebook.
- **Temporary Event signs:** The City's sign ordinance does allow for temporary event signs under certain conditions. The City has occasionally used such temporary signs for City special events, but routinely these type of sign requests are from other organizations that are holding special events in the City.

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- **Water bills' inserts:** The City uses the utility billing system to include messages directly on water bills to our residents (32,000+ bills go out each month). Adding a message directly to the paper bill is no additional cost to the City. Including an insert in the utility bills is an additional cost but is another mechanism for getting the word out to a large number of our residents. We do not have the ability to add City information to utility bills issued by Volusia County to the Deltona North customers.
- **Legal and display advertising:** The City utilizes local newspapers (Orlando Sentinel and/or News Journal, occasionally the Pennysaver) to run required legal advertising for bids, annual budget and millage hearings, public hearings, housing & CDBG program ads and any other ads required by Florida Statutes and/or the City's Code of Ordinances. We also run display ads for special events, "out of the ordinary" public meetings, and other matters as needed. Print advertising and legal advertising costs are covered within the City Clerk's Department budget.

### **Ideas in the Works:**

- **Bus benches:** The City's contract with the bus bench provider includes the use of ten (10) bus benches to display City messages. Staff is working to create general signage for the bus benches that would be attractive that includes the City Seal and a message such as: "*For more information about your City, visit [www.deltonafl.gov](http://www.deltonafl.gov) or DeltonaTV – Channel 199*". We are currently determining whether or not our sign shop can create the sign templates that meet the specifications of the bus bench provider.
- **iPhone App:** The City is in the near future implementing an iPhone/Android app that will allow residents, anyone with an iPhone/Android type of phone to take a picture of a situation such as a pothole, trash, abandoned vehicle, and send it through their phone with GPS coordinates and an address to a department contact within the City. This is another mechanism for residents to report areas of concern.

### **New Ideas:**

It is important to note that all of the items listed above, with the exception of the newsletter, paid legal or display advertising, utility bill printed inserts, and the rare occasions whereby we have to replace equipment associated with DTV, are pretty much "free" to the City, in that there are no additional costs other than personnel time and energy.

Staff would like to explore the idea of internet advertising using Google and Facebook to advertise events, etc. These advertisements can be targeted to a particular audience, but there is a cost, and if the Commission wanted us to move forward funds would need to be designated during the annual budget process.

The City has not in the past paid for radio or TV advertising with the exception of election referendums. This advertising is expensive but could be a big hit, especially if the advertising

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would be a media partnership which would bring a DJ or host out for a Deltona event. Such advertising costs are not within the City's budget at this time.

The staff and the Commission have discussed the idea of going back to installing banners across Deltona roadways. The City has two sets of poles, which are banner-ready. Banners range in price from about \$300-700 per banner. If we had them made for an event that occurs annually we could manage the banner so only the dates would change and hopefully use them for several years. Funding for these banners has not been budgeted, and the Commission has not taken formal action on staff's proposal for banners that was discussed by the previous Commission (copy attached).

The Communications' Office would also like to establish a Manager/Director speaker's bureau of sorts. Developing a list of hot topics for the City and residents and filling and assigning those topics to the best minds and speakers of City Hall. We would then market this list and the availability of the speakers to civic groups, churches, neighborhood watch groups etc. For instance, if the Deltona Woman's Club is interested in learning about Deltona Water rates and where Deltona water comes from, we would arrange for Glenn Whitcomb, our Public Works Director, to go speak to them.

We are open to any ideas the City Commission has related to enhanced communication methods with our residents. Any questions, please let me know. Thank you.

Attachments:

- Public Information Office – Service Request Form (internal form);
- Proposed Guidelines for Displaying Banners in the City of Deltona;
- Application to Place Banners on Non-Limited Access Right-of-Way.

## **GUIDELINES FOR DISPLAYING BANNERS IN THE CITY OF DELTONA**

A formal written request must be submitted to the Public Works Department **45** days prior to the date requested for display. All requests are on a first come first serve basis. Public Works will begin excepting applications beginning October 1<sup>st</sup> of each year for the upcoming fiscal year (ex: January 1<sup>st</sup> 2011 – December 31<sup>st</sup> 2011).

### **All requests must include the following information:**

- \* Name of the event
- \* Dates requested for display (1 week maximum Monday–Sunday excluding City holidays)
- \* Full name, address, telephone number and \*e-mail address if available
- \* A drawing of the banner to scale including dimensions, message and logos.

### **Banner Specification Requirements:**

#### **All banners must meet the following specifications:**

- \* Banners shall be 45 to 48 inches in height and 25 to 40 feet in length.
- \* Banners must be fabricated of 16 oz. reinforced vinyl banner material. This material shall be totally opaque.
- \* Multiple banners may not be fastened together. The banners shall have lettering/graphics on both sides.
- \* The banners shall be double hemmed with 1-1/2" nylon webbing sewn around perimeter.
- \* The corners shall be reinforced and have heavy duty D-rings sewn in for attachment to City of Deltona cables.
- \* There shall be a minimum of ten half-round wind slits per banner. These slits shall have a radius of 12" each with the round shape positioned downward.

### **Application Fee Payments**

There will be a fee for banner installation(s) as follows:

- Each banner (per organization) requires a fee of \$100.00. (includes installation)

All banner application fee payments will be collected in the City of Deltona cashiers office located at City Hall, 2345 Providence Blvd, Deltona, 32725. Payments will only be accepted by first obtaining an application code from Public Works approving your reservation.

### **Refunds:**

A refund of banner application fees will only be permitted if a banner application is withdrawn **60** days in advance of scheduled display. The City of Deltona accepts no responsibility for damages or loss due to theft, vandalism and weather or by any other means.

### **Banner Delivery, Pick Up and Storage:**

Banner delivery will be at the Public Works building 201 Howland Blvd, Deltona. Due to limited storage area we respectfully request banners be brought in between the hours of 9AM – 4PM on the Thursday or Friday prior to display.

Banners need to be picked up on the Wednesday - Friday following the banners scheduled removal between the hours of 9AM – 4PM.

Banners stored exceeding **10** calendar days from removal will receive a reminder telephone call to the application holder to make arrangements for pick up, if the banner is still remaining in City of Deltona possession after an additional **10** calendar days it will be disposed of.

**APPLICATION TO PLACE BANNERS ON  
NON LIMITED ACCESS RIGHT OF WAY**

**CITY OF DELTONA**

**PERMIT #**

**APPLICANT INFORMATION**

Name of Applicant/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ E-mail: \_\_\_\_\_

Contact Person (This person will serve as the contact person for all questions concerning the banner application and placement):

\_\_\_\_\_

Address (If different from above): \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ E-mail: \_\_\_\_\_

Date of Request: \_\_\_\_\_

**This is a request to place a street banner on:**

Providence Blvd: Intersection of \_\_\_\_\_ & \_\_\_\_\_

Deltona Blvd: Intersection of \_\_\_\_\_ & \_\_\_\_\_

Howland Blvd: Intersection of \_\_\_\_\_ & \_\_\_\_\_

Saxon Blvd: Intersection of \_\_\_\_\_ & \_\_\_\_\_

Projected installation date: \_\_\_\_\_

Banners will be removed on or before (if applicable): \_\_\_\_\_

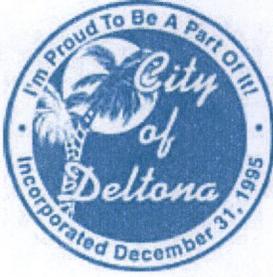
Signature of Applicant or Contact Person: \_\_\_\_\_ Date: \_\_\_\_\_

**CONDITIONS AND STIPULATIONS AGREED TO BY THE APPLICANT**

1. Street banners must be a minimum of eighteen (18) feet above the pavement elevation.
2. The applicant (or applicant's designee) will maintain the banners as permitted.
3. The installation of the banners will not require the installation of poles or other support devices on the right of way.
4. The applicant and sponsoring organization will hold the City of Deltona harmless to the extent allowed by the laws of Florida in all matters concerning the banners and bear all expenses for defence of claims against the City of Deltona.
5. The applicant is responsible for any damages to public property resulting from the materials or the work of this permit.
6. A sketch of the proposed banner is attached.

Approved by \_\_\_\_\_  
City of Deltona

Date: \_\_\_\_\_



# City of Deltona

**CITY COMMISSION WORKSHOP**  
**TUESDAY, MARCH 8, 2011**  
**4:30 P.M.**

*Mayor*  
 John Masiarczyk

*Vice Mayor*  
 Paul Treusch  
 District 4

*Commissioners:*

Zenaida Denizac  
 District 1

Herb Zischkau  
 District 2

Heidi Herzberg  
 District 3

Fred Lowry  
 District 5

Michael Carmolingo  
 District 6

*City Manager*  
 Faith G. Miller

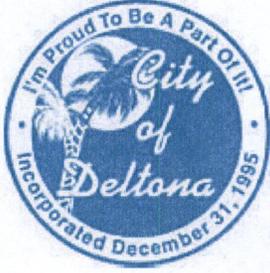
**2ND FLOOR CONFERENCE ROOM**  
**2345 PROVIDENCE BLVD.**  
**DELTONA, FLORIDA**

**AGENDA**

- 1. CALL TO ORDER:**
- 2. ROLL CALL – CITY CLERK:**
- 3. BUSINESS:**
  - A. Discussion re: Rough Draft of Sign Ordinance.**
  - B. Discussion re: banners over roads.**
- 4. PUBLIC COMMENTS- Citizen comments limited to items on the agenda (4 minute maximum length per speaker)**
- 5. 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 at least three (3) working days in advance of the meeting date and time at (386) 878-8100.



## AGENDA MEMO

**TO:** Mayor & City Commission                      **AGENDA DATE:** 3/8/2011  
**FROM:** Faith G. Miller, City Manager                      **AGENDA ITEM:** 3 - B  
**SUBJECT:** Discussion re: banners over roads.

**LOCATION:**

City-wide

**BACKGROUND:**

Years ago the City allowed for banners across roadways at two locations in the City, on Providence Blvd. near Fire Station #61 and on Deltona Blvd. near the Winn Dixie Plaza. At that time, the City paid an electrical firm with a bucket truck to install the banners. Since that time, after safety concerns and the associated cost, the City Commission made the decision not to allow banners across roadways. Commissioner Lowry has asked that the Commission re-consider allowing such banners.

The City currently has the equipment necessary to install such banners.

**ORIGINATING DEPARTMENT:**

City Manager's Office

**SOURCE OF FUNDS:**

N/A

**COST:**

N/A

**REVIEWED BY:**

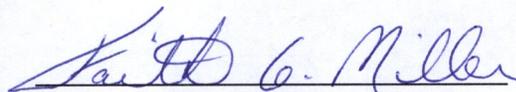
**STAFF RECOMMENDATION PRESENTED BY:**

For Commission discussion and direction to staff.

**POTENTIAL MOTION:**

For Commission discussion and direction to staff.

**AGENDA ITEM APPROVED BY:**

  
 Faith G. Miller, City Manager

**CITY OF DELTONA, FLORIDA  
CITY COMMISSION WORKSHOP MEETING  
TUESDAY, MARCH 8, 2011**

A Workshop Meeting of the Deltona City Commission was held on Tuesday, March 8, 2011 in the City of Deltona's 2<sup>nd</sup> Floor Conference Room at 2345 Providence Blvd. Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 4:30 p.m. by Mayor John Masiarczyk.

**2. ROLL CALL:**

Mayor	John Masiarczyk	Present
Vice Mayor	Paul Treusch	Excused
Commissioner	Michael Carmolingo	Present
Commissioner	Zenaida Denizac	Present
Commissioner	Heidi Herzberg	Present
Commissioner	Fred Lowry	Present
Commissioner	Herb Zischkau	5:10 p.m.
City Manager	Faith G. Miller	Present
City Attorney	Gary Cooney	Present
Deputy City Clerk	Traci Houchin	Present

Also Present: Deputy City Manager Dave Denny; Parks and Recreation Director Steve Moore; Planning and Development Services Director Chris Bowley, Fire Chief Robert Staples; and VCSO Captain Dave Brannon.

**3. BUSINESS:**

**A. Discussion re: Banners over Roads.**

Mayor Masiarczyk said that if there are no objections he would like to discuss the banner issue first as he was asked to do so and the Commission had no objections.

Mayor Masiarczyk provided some history on the banners. He said that several years ago, the City had an incident in which a banner fell and struck a vehicle. He said he also recalls that the banner process was very expensive and that the power companies had some concerns with the City attaching banners to their poles.

Ms. Miller said that the poles that the City used are still in existence at both locations on Providence Blvd. and on Deltona Blvd. She also mentioned that the City now has the ability to install the banners themselves rather than hiring a company, which was the past practice. She also presented the Commission a copy of Deland's banner policy to review.

City of Deltona, Florida  
Workshop Meeting  
March 8, 2011  
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Commissioner Lowry said that he made a promise to look into this issue if elected because this was an item that he often heard about throughout his campaign. He said that he understands the expense to the City; however, he believes that the banners are an effective way of advertising.

Commissioner Denizac said that she feels that the banners should be limited to only City sponsored events.

Commissioner Carmolingo said that he does believe that the banners make a difference.

Commissioner Herzberg stated that after quickly reviewing Deland's policy, she believes that the banners are a great idea.

Commissioner Lowry said that he is not concerned with other organizations putting up banners at this time, but that he would like to see the City do so for their events.

Commissioner Carmolingo asked staff why the use of banners was prohibited and Ms. Miller said that it was a decision that the Commission had made based on safety concerns and expenses.

Mayor Masiarczyk said that he believes that once the first banner goes up, many organizations will begin reaching out to the City to put up banners as well and ask for any fees that are involved to be waived.

Commissioner Denizac said that before the Commission decides on this she would like to have an idea of the expense. She also feels that in order for all the residents to see the banners, the City should spread the banners throughout the main thoroughfares.

Commissioner Carmolingo said that by allowing banners, the City may be creating another "In-Kind Monster".

Mayor Masiarczyk suggested that perhaps staff could look into purchasing additional, portable, message boards and place them in more unique locations.

Commissioner Lowry said he really just wanted to bring this up as he feels that this is a way to "get the word out" for what is happening in the City.

Mr. Denny said that he wanted to emphasize to the Commission that the banner specifications are strict and that it would be up to the Commission if they decided to waive fees for putting up the banners, however, they could not allow any changes to the banner specifications. He also indicated that the banner posts located on Providence and Tivoli Boulevards are owned by the City, not the power companies.

City of Deltona, Florida  
Workshop Meeting  
March 8, 2011  
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1 Commissioner Zischkau asked Mr. Cooney if it is possible to enact a tax on banners which could  
2 not be waived and Mr. Cooney said that the only taxes that the City can set is the ad valorem and  
3 the occupational license tax.

4  
5 Mayor Masiarczyk and the Commission directed staff to research the cost to erect a two-sided 40  
6 ft. banner and to look into the posts and guide wires with the possibility of adding additional  
7 locations.

8  
9 **B. Discussion re: Rough Draft of Sign Ordinance.**

10  
11 Mayor Masiarczyk asked the Commission to state their concerns with the current Sign Ordinance  
12 so that Mr. Cooney will have an understanding of what it is that they want to see in the new  
13 Code.

14  
15 Mr. Cooney said the current Code contains conflicting information; therefore he would like to  
16 know exactly what the Commission would like to prohibit and what they believe staff needs to be  
17 concerned with, especially when issuing sign permits. He said that some of the things that he  
18 would like to know is, where the signs will be allowed to go, what can be on the sign, and how  
19 large the sign can be.

20  
21 Commissioner Carmolingo said that currently some people in residential areas are advertising a  
22 business in their yard and that this is something that he definitely doesn't want to see in the City.

23  
24 Mr. Cooney said that what the Commission has in front of them is a draft. He said he simply  
25 copied the current Code, which is in orange, into the draft. He said he manipulated the current  
26 Code into the different places that will allow you to see the conflicts.

27  
28 Mr. Cooney said that in the current Code it states that every residence in the City of Deltona can  
29 have a 4.5 square foot monument sign in the yard and Commissioner Carmolingo said that needs  
30 to go. He said that his understanding was that the City chose monument signs for consistency  
31 throughout the City.

32  
33 Mr. Cooney said this is an example of why he needs the Commission to provide some basic  
34 parameters of what the Commission wants and what the Commission does not want. He also  
35 advised the Commission to be mindful of some of the challenges the Sign Codes can bring such  
36 as the freedom of expression in which the City cannot give preference to commercial advertising  
37 over freedom of expression.

38  
39 Commissioner Denizac said that she would like to eliminate all advertising signs along the roads  
40 and the right of ways.

41  
42 Commissioner Carmolingo said that he supports the bus bench advertising as he believes that this  
43 is a way in which businesses can expand.

44

City of Deltona, Florida  
Workshop Meeting  
March 8, 2011  
Page 4 of 5

1 Commissioner Zischkau asked Mr. Cooney about the limited content of signs and if he would be  
2 able to defend the distinction that those Codes make between on-site and off-site advertising. Mr.  
3 Cooney said that he can certainly defend both as the current Code states that to the extent that it  
4 is not a commercial advertising message and because you are not trying to promote something  
5 that is in a different location. Mr. Cooney stated that once you allow a sign, you have to allow the  
6 freedom of expression that goes along with it, which means that the Code cannot regulate the  
7 content but it can regulate the time that the sign is permitted to be on display and the size of the  
8 sign.

9  
10 Mr. Cooney said that typically, a Sign Code is based around aesthetics, which means that you  
11 want the City to look a certain way, therefore the City should be following the Code as well as  
12 the residents or the aesthetics argument will be lost.

13  
14 Commissioner Zischkau asked Mr. Cooney if there is a State statute in place for realtors and their  
15 particular signage and Mr. Cooney said not that he is aware of. Commissioner Zischkau also  
16 asked Mr. Cooney if the Code has to treat opinion signs the same as it treats political signs and  
17 Mr. Cooney said that he believes so but that he will look into it further.

18  
19 Commissioner Herzberg asked Mr. Cooney how you determine what is an opinion and what is  
20 advertising and Mr. Cooney said that you need to ask, what is occurring on the premises. Also,  
21 with an opinion sign, you cannot promote a product that you are selling or one that is being sold  
22 elsewhere.

23  
24 Commissioner Denizac said that she understands that people are hurting in this economy but she  
25 also believes that if the City wants to attract economic development, the City needs to clean up  
26 its signs.

27  
28 Mayor Masiarczyk said that he agrees that as a City, we should not put signs in the right of way  
29 and that he is more in favor of the banners.

30  
31 Ms. Miller asked if the request of the Commission is to stop the signs in the right of way and  
32 Mayor Masiarczyk said that at this time it is being looked at and that it may take a few months of  
33 research before that decision is made.

34  
35 Commissioner Carmolingo said that he feels that many of these events need the signs to boost  
36 attendance and that the City should support these events.

37  
38 Mayor Masiarczyk said that this decision would not have an effect on the upcoming events as  
39 this Code may not become effective for some time.

40  
41 Commissioner Herzberg said that she believes too many signs can become ineffective.

42  
43 Commissioner Zischkau said that he believes that the City's digital sign marquees are becoming  
44 ineffective because there is no new information being placed on them.

City of Deltona, Florida  
Workshop Meeting  
March 8, 2011  
Page 5 of 5

1  
2 Commissioner Denizac asked about the banners and how that would be addressed during  
3 hurricane season and Mayor Masiarczyk said that the Ordinance would have to address that.

4  
5 Mayor Masiarczyk and the Commission asked Mr. Cooney to work on the information that they  
6 provided him concerning residential areas and signage and also to look into the issue of signage  
7 on fences and political signs. He also instructed Ms. Miller to keep the Sign Ordinance on the  
8 upcoming workshop agendas and to move all other topics back.

9  
10 Commissioner Carmolingo gave thanks to the Mayor and Commission for allowing him to work  
11 with the County on the signage at the Library and amphatheatre. He said that the County will be  
12 taking care of the cost so there is no expense to the City.

13  
14 **4. PUBLIC COMMENTS:**

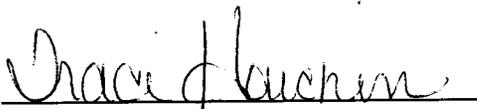
15  
16 Peggy Fisher suggested that staff reach out to Sanford, Deland and Orange City and inquire as to  
17 how their banner process works. She said that these Cities are extremely successful in using  
18 banners for their City events. She said that she is absolutely in favor of the banner but that currently  
19 the only way to publicize an event in the City is by installing signs in the right of way.

20  
21 Tom Burbank asked that the Commission be careful in choosing banner site locations and he also  
22 suggested that when the Code Enforcement staff is working throughout the City, perhaps they could  
23 photograph signs to present to the Commission.

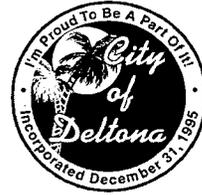
24  
25 Deborah Perry said that she feels that what is good for the City should also be good for the residents  
26 of the City. She said she too is in favor of the banners.

27  
28 **5. ADJOURNMENT:**

29  
30  
31  
32 There being no further business the meeting adjourned at 6:45 p.m.

33  
34  
35 

36  
37 Traci Houchin,  
38 Deputy City Clerk



## Office of the City Manager

# Memo

**To:** Mayor & Commissioners  
**CC:** Gary Cooney, City Attorney  
 Dave Denny, Deputy City Manager  
**From:** Faith G. Miller, City Manager *FGM*  
**Date:** March 21, 2011  
**Re:** Banners over roads

The following information relative to banners over roads is provided as requested by the Commission at the March 8<sup>th</sup> Commission workshop meeting:

- Estimated cost to install banner per location includes (3) employees @ \$20.00 per hour, truck and trailer to haul equipment \$40.00 per hour, high lift \$20.00 per hour. All items at two (2) hours: **\$240.00**
- There is no cost to repair existing poles or cables on Deltona and Providence Blvds. as everything is in good shape.
- Estimated cost for double-sided banners range from \$475 to \$716 each.
- Potential locations in the City to add poles would be Howland Blvd. near Graves Avenue and Saxon Blvd. near I-4. Adding such poles would require engineered structural specifications for wind load and foundation. Based on previous estimates to have such poles installed before, estimated cost \$4,000 each or \$16,000 for four (4) if both suggested locations were added.
- Cost of current portable message boards - \$15,000 each. Smaller message boards are available at \$12,000 each.

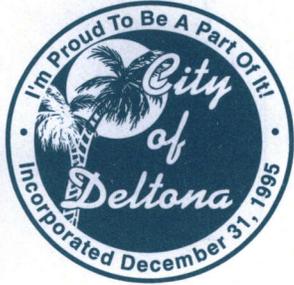
Attached are Draft *Guidelines for Displaying Banners in the City of Deltona* and a Draft *Banner Application Form*. Staff is suggesting a fee of \$100.00 per banner for installation.

*March 21, 2011*

The Commission may wish to discuss this matter during the March 22<sup>nd</sup> Commission workshop on Tuesday, March 22<sup>nd</sup> to provide further direction as to how you wish to proceed in this matter. Thank you.

fgm

Attachments



# City of Deltona

**REGULAR CITY COMMISSION MEETING**  
**MONDAY, APRIL 18, 2011**  
**6:30 P.M.**

**DELTONA COMMISSION CHAMBERS**  
**2345 PROVIDENCE BLVD.**  
**DELTONA, FLORIDA**

**Mayor**  
 John C. Masiarczyk, Sr.

**Vice Mayor**  
 Paul Treusch  
 District 4

**Commissioners:**

Zenaida Denizac  
 District 1

Herb Zischkau  
 District 2

Heidi Herzberg  
 District 3

Fred Lowry  
 District 5

Michael Carmolingo  
 District 6

**City Manager**  
 Faith G. Miller

## AGENDA

1. CALL TO ORDER
2. ROLL CALL - CITY CLERK
3. SILENT INVOCATION AND PLEDGE TO THE FLAG:
4. APPROVAL OF MINUTES & AGENDA:
  - A. Minutes:
 

Regular City Commission Meeting – April 4, 2011.
  - B. Additions or Deletions to Agenda.
5. PRESENTATIONS/AWARDS/REPORTS:
  - A. Proclamation for Arson Awareness Week, May 1-7, 2011.
  - B. Presentation of the William S. Harvey Deltona Scholarship Award Certificates.
  - C. Presentation – Quarterly Board Reports of City Advisory Boards/Committees.
  - D. Presentation by the Orlando City Soccer Club.

City of Deltona, Florida  
 Regular City Commission Meeting  
 April 18, 2011  
 Page 2 of 3

**6. PUBLIC FORUM – Citizen comments for items not on the agenda.  
 (4 minute maximum length)**

**CONSENT** All items marked with an \* will be considered by one motion unless removed  
**AGENDA:** from the Consent Agenda by a member of the City Commission. If an item is removed for clarification only, it will be discussed immediately following action on the Consent Agenda. If an item is removed for further discussion, it will be discussed under New Business immediately following the last listed item.

**7. CONSENT AGENDA:**

- \*A. Request for approval to use GSA Schedule pricing from contract #GS07F0399T for the purchase of goods and services related to a 25k VA UPS for the City Server Room.

**8. ORDINANCES AND -PUBLIC HEARINGS:**

- A. Public Hearing – Ordinance No. 05-2011, An Ordinance pertaining to Home Occupations, for second and final reading.
- B. Ordinance No. 09-2011, Creating a new Article VII, Chapter 2, of the Code of Ordinances, providing for standards of conduct and ethical requirements, for first reading.

**9. OLD BUSINESS:**

- A. Discussion and direction re: demolition of structure at 3274 Dellbrook Drive.

**10. NEW BUSINESS:**

- A. Consideration of appointment of two (2) members to the Economic Development Advisory Board (Commissioner Lowry's and Vice Mayor Treusch's appointments).
- B. Discussion and direction to staff regarding policy for banners over roads.
- C. Discussion re: Proposed Mini-Mall.

**11. CITY COMMISSION COMMENTS:**

**12. CITY ATTORNEY COMMENTS:**

**13. CITY MANAGER COMMENTS:**

City of Deltona, Florida  
Regular City Commission Meeting  
April 18, 2011  
Page 3 of 3

**14. 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 at least three (3) working days in advance of the meeting date and time at (386) 878-8100.



## AGENDA MEMO

**TO:** Mayor & City Commission                      **AGENDA DATE:** 4/18/2011  
**FROM:** Faith G. Miller, City Manager                      **AGENDA ITEM:** 10 - B  
**SUBJECT:** Discussion and direction to staff regarding policy for banners over roads.

**LOCATION:**

Current City locations: Deltona Blvd. near the Deltona Plaza; and Providence Blvd. near Fire Station 61/Sheriff's Office.

**BACKGROUND:**

Years ago, the City allowed for banners across roadways at two locations in the City, on Providence Blvd. near Fire Station #61 and on Deltona Blvd. near the Winn Dixie Plaza. At that time, the City paid an electrical firm with a bucket truck to install the banners. Since that time, after some safety concerns and the associated costs, the City Commission decided not to allow banners across roadways. During the March 8th Commission workshop, the Commission asked for additional information relative to banners over the roads which is provided as follows:

- Estimated cost to install banner per location includes (3) employees @ \$20.00 per hour, truck and trailer to haul equipment \$40.00 per hour, high lift \$20.00 per hour. All items at two (2) hours: **\$240.00**
- There is no cost to repair existing poles or cables on Deltona and Providence Blvds. as everything is in good shape.
- Estimated cost for double-sided banners range from \$475 to \$716 each.
- Potential locations in the City to add poles would be Howland Blvd. near Graves Avenue, Saxon Blvd. near I-4, Providence Blvd. near Eustace Avenue. Adding such poles would require engineered structural specifications for wind load and foundation. Based on previous estimates to have such poles installed before, estimated cost \$4,000 each or \$24,000 for six (6) if all suggested locations were added.

· Cost of current portable message boards - \$15,000 each. Smaller message boards are available at \$12,000 each.

Attached are Draft *Guidelines for Displaying Banners in the City of Deltona* and a Draft *Banner Application Form*. Staff is suggesting a fee of \$100.00 per banner for installation.

Should the Commission decide to add additional pole locations for banners, staff would come back to the Commission with a budget amendment to cover the cost of same.

**ORIGINATING  
DEPARTMENT:**

City Manager's Office

**SOURCE OF FUNDS:**

General Fund, General Government for new poles; City Clerk or Parks and Recreation Department budgets for City special events for banner costs

**COST:**

Dependent on number of banners printed and new poles to be installed

**REVIEWED BY:**

Deputy City Manager

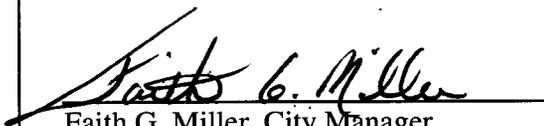
**STAFF  
RECOMMENDATION  
PRESENTED BY:**

Faith Miller, City Manager - that the Commission discuss this matter and provide direction to staff as to whether or not to allow banners over roads at current locations or to add poles at additional locations.

**POTENTIAL  
MOTION:**

For discussion and direction

**AGENDA ITEM  
APPROVED BY:**

  
Faith G. Miller, City Manager

**ATTACHMENTS:**

- Draft Guidelines for Installing Banners and Application Form

**CITY OF DELTONA, FLORIDA  
REGULAR CITY COMMISSION MEETING  
MONDAY, APRIL 18, 2011**

A Regular Meeting of the Deltona City Commission was held on Monday, April 18, 2011 at the City Hall Commission Chambers, 2345 Providence Boulevard, Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 6:30 p.m. by Mayor Masiarczyk.

**2. ROLL CALL:**

Mayor	John Masiarczyk	Present
Vice Mayor	Paul Treusch	Present
Commissioner	Michael Carmolingo	Present
Commissioner	Zenaida Denizac	Absent
Commissioner	Heidi Herzberg	Present
Commissioner	Fred Lowry	Present
Commissioner	Herb Zischkau	Present
City Manager	Faith G. Miller	Present
City Attorney	Gary Cooney	Present
City Clerk	Joyce Kent	Present

Also present: Deputy City Manager Dave Denny; Enforcement Services Director Dale Baker; Planning & Development Services Director Chris Bowley; Jerry Mayes Business Development Administrator; Parks & Recreation Director Steve Moore; Fire Chief Robert Staples and VCSO Captain Dave Brannon.

**3. SILENT INVOCATION AND PLEDGE TO THE FLAG:**

Mayor Masiarczyk led the audience in the silent invocation and the Pledge of Allegiance to the Flag.

Corine Gonzalez sang the National Anthem.

**4. APPROVAL OF MINUTES & AGENDA:**

**A. Minutes:**

**1. Regular City Commission Meeting – April 4, 2011.**

**Motion by Commissioner Carmolingo, seconded by Commissioner Zischkau to adopt the minutes of the Regular City Commission Meeting of April 4, 2011 with the following change: Page 6, Paragraph B to read “Ms. Miller stated that Commissioner Zischkau had requested an add-on item to the agenda and Commissioner Zischkau said that since this request, he has received information that had been withheld, therefore; he withdrew his request”.**

1 **Motion carried with members voting as follows: Commissioner Carmolingo, for;**  
 2 **Commissioner Herzberg, for; Commissioner Lowry, for; Commissioner Zischkau, for; Vice**  
 3 **Mayor Treusch, for and Mayor Masiarczyk, for.**

4  
 5 **B. Additions or Deletions to Agenda:**

6  
 7 Ms. Miller asked to table Item 8-A until the next Regular Commission Meeting.

8  
 9 **Motion by Commissioner Lowry, seconded by Commissioner Herzberg to remove Agenda Item**  
 10 **8-A from the agenda.**

11  
 12 **Motion carried with members voting as follows: Commissioner Carmolingo, for;**  
 13 **Commissioner Herzberg, for; Commissioner Lowry, for; Commissioner Zischkau, for; Vice**  
 14 **Mayor Treusch, for and Mayor Masiarczyk, for.**

15  
 16 Ms. Miller stated that Commissioner Herzberg requested adding Agenda Item 10-D regarding e-mail  
 17 communications to the agenda.

18  
 19 **Motion by Commissioner Herzberg, seconded by Commissioner Zischkau to add Item 10-D to**  
 20 **New Business on the agenda.**

21  
 22 **Motion carried with members voting as follows: Commissioner Carmolingo, for;**  
 23 **Commissioner Herzberg, for; Commissioner Lowry, for; Commissioner Zischkau, for; Vice**  
 24 **Mayor Treusch, for and Mayor Masiarczyk, for.**

25  
 26 **5. PRESENTATIONS/AWARDS/REPORTS:**

27  
 28 **A. Proclamation for Arson Awareness Week, May 1-7, 2011.**

29  
 30 Mayor Masiarczyk presented the proclamation to Chief Staples and Chief Nabicht declaring the week  
 31 of May 1-7, 2011 as National Arson Awareness Week.

32  
 33 **B. Presentation of the William S. Harvey Deltona Scholarship Award Certificates.**

34  
 35 Mayor Masiarczyk presented the William S. Harvey Scholarship Awards to the recipients in  
 36 recognition of scholastic achievement and commitment to demonstrating leadership in our  
 37 community and at their high school. These recipients were chosen by the William S. Harvey Deltona  
 38 Scholarship Committee.

39  
 40 **C. Presentation – Quarterly Board Reports of City Advisory Boards/Committees.**

41  
 42 **• Beautification Advisory Board – Mike Richards**

43  
 44 Mike Richards recognized Barbara Willey for the hours of service that she spends volunteering for  
 45 the City and for being a part of the Beautification Advisory Board.

46  
 47 He said that several projects have been completed and include the revitalization of the Welcome

1 Sign at Saxon Blvd and I-4, a successful street clean up of Catalina Blvd., and that they hosted an  
 2 event called Planting for Your Florida Lifestyle at Lowe's. Mr. Richards said that some of the  
 3 projects that they are currently working on include: the revitalization of the Welcome Sign on  
 4 Howland Blvd., future street clean ups, and promoting the Adopt-A-Street Program. He also  
 5 reviewed some of the projects in development that the Board is working on and those include:  
 6 Arbor Day, tree planting throughout the City, and accepting applications for Yard of the Quarter.

7  
 8 • **Firefighters' Pension Plan, Board of Trustees – Lisa Spriggs, Plan Administrator**

9  
 10 Lisa Spriggs stated that over the last quarter a few things happened: the Plan finished the quarter  
 11 with assets that were just shy of \$13 million dollars; an annual report has been filed with the  
 12 Department of Management Services, Division of Retirement of the State which is an annual  
 13 requirement and demonstrates compliance with all the provisions of the State Statute. She said that  
 14 once they are found in compliance, the State will issue the distribution of premium insurance tax  
 15 money which will take place in July or August and should be in the amount of \$400,000. Ms.  
 16 Spriggs stated that they also held plan member meetings in March.

17  
 18 Commissioner Zischkau asked Ms. Spriggs if the plan was able to re-coup the \$2 million that they  
 19 lost in 2008 due to the market crash and Ms. Spriggs stated that the plan has recovered all the  
 20 losses that were sustained at that time.

21  
 22 • **Parks & Recreation Advisory Committee – Steve Moore, Parks & Recreation**  
 23 **Director**

24  
 25 Mr. Moore stated the Boards have recently met with Mr. Cooney for a review of the Sunshine Law  
 26 as it pertains to them serving on the Boards. Also, he said that the new members of the Board are  
 27 becoming familiar with their role and are an exciting group of people.

28  
 29 • **Citizens Accessibility Advisory Sub-Committee – Steve Moore, Parks &**  
 30 **Recreation Director**

31  
 32 Mr. Moore stated the Citizens Accessibility Advisory Sub-Committee played a huge part in  
 33 planning the 4<sup>th</sup> Annual Ability Fair that was held in March. He said the Fair was a huge success.

34  
 35 • **Youth Advisory Sub-Committee – Steve Moore, Parks & Recreation Director**

36  
 37 Mr. Moore stated the Youth Advisory Sub-Committee is looking forward to the Relay for Life  
 38 event.

39  
 40 • **Senior Advisory Sub-Committee – Steve Moore, Parks & Recreation Director**

41  
 42 Mr. Moore stated the Senior Advisory Sub-Committee helped to implement the Santa's North  
 43 Pole event that was held at the amphitheatre and that they are looking forward to the workshop  
 44 that will be held on Advisory Boards.

45

1  
 2 **D. Presentation by the Orlando City soccer Club.**

3  
 4 Mr. Phil Rawlins, President, Orlando City Soccer provided a presentation about the organization and  
 5 some background information. He said that he is hoping to work with the City by utilizing the fields  
 6 at Dewey Boster as a training base on a permanent basis and to help build economic development in  
 7 the City as well.

8  
 9 **6. PUBLIC FORUM – Citizen comments for items not on the agenda.**

10  
 11 a) Mardelle Hansen, 1856 Concert Rd., Chairperson of the Deltona Citizens Action Committee  
 12 extended an invitation to the Mayor and Commission to the next forum. The topic will be on  
 13 Crime Prevention. She said that it will be held at the Deltona Library on Sunday, May 15, 2011 at  
 14 2:00 p.m.

15  
 16 b) Susan Armon, 3140 Cabot Ct., stated that she is very pleased with the progress of the Lake  
 17 Windsor storm water project and thanked Mr. Cooney for his work on this project. She also  
 18 expressed her disappointment with the resignation of Mr. Cooney and said that he has been the  
 19 epitome of professionalism. She said that she believes that this is another sad day for the City of  
 20 Deltona.

21  
 22 **7. CONSENT AGENDA**

23  
 24 **A. Request for approval to use GSA Schedule pricing from Contract #GS07F0399T for the**  
 25 **purchase of goods and services related to a 25k VA UPS for the City Server Room.**

26  
 27 Mayor Masiarczyk said that he is concerned with the items that are not included in the bid price that  
 28 are listed on Page 58 and that he is in not comfortable approving this until he knows the total cost.

29  
 30 Mr. Narvaez explained that the items that Mayor Masiarczyk is referring to will be done by staff;  
 31 therefore, there is no additional cost as it is routine maintenance for the IT staff.

32  
 33 Commissioner Lowry asked Mr. Narvaez what the result would be if the item is not approved and  
 34 Mr. Narvaez said that currently there are power issues within the building and that the purpose of this  
 35 purchase is to improve the quality of power to the server.

36  
 37 **Motion by Commissioner Zischkau, seconded by Vice Mayor Treusch to approve Consent Item**  
 38 **7-A to piggyback GSA Contract #GS07F0399T for the purchase of goods and services relating**  
 39 **to a 25KVA UPS for the City server room at a cost not to exceed \$30,703.07.**

40  
 41 **Motion carried with members voting as follows: Commissioner Carmolingo, for;**  
 42 **Commissioner Herzberg, for; Commissioner Lowry, for; Commissioner Zischkau, for; Vice**  
 43 **Mayor Treusch, for and Mayor Masiarczyk, for.**

44  
 45 **8. ORDINANCES AND PUBLIC HEARINGS:**

46  
 47 **A. Public Hearing – Ordinance No. 05-2011, An Ordinance pertaining to Home**

1 **Occupations, for second and final reading.**

2  
3 This item was been tabled until the May 2, 2011 Regular Commission Meeting.

4  
5 **B. Ordinance No. 09-2011, Creating a new Article VII, Chapter 2, of the Code of**  
6 **Ordinances, providing for standards of conduct and ethical requirements, for first reading.**

7  
8 Mayor Masiarczyk asked Mr. Cooney if he could tweak the language on item (d), Page 147, where it  
9 reads “times while on duty” and Mr. Cooney said that he too had some concerns with this phrase and  
10 offered to review it again before second reading. Mayor Masiarczyk said that he is also concerned  
11 with item (f), as it lists two (2) different dollar amounts and suggested that the \$100 be raised to \$200  
12 or \$250.

13  
14 Commissioner Zischkau said that he likes the amounts as it is because it is listed in a way that  
15 protects subordinates.

16  
17 Mayor Masiarczyk said that on Page 152, section (i), he would like to take out “Manager or City  
18 Commission” and just allow the sentence to read on. Mr. Cooney said that this would allow for more  
19 flexibility. Mayor Masiarczyk also said that on Page 154, item (6), he feels that this paragraph should  
20 be removed and Commissioner Carmolingo said that he would like to see this removed as well and  
21 that he had previously discussed this with Mr. Cooney.

22  
23 Mayor Masiarczyk said that on Page 155, Section 2-310 Enforcement, he likes the idea of leaving the  
24 30 business days in the Ordinance but he doesn’t know if it is applicable. Also, on Page 156, he said  
25 that all of the information pertaining to ethics training will involve a cost and he would like to see that  
26 before moving forward. Lastly, Mayor Masiarczyk asked Mr. Cooney to review Section 2-330,  
27 Penalties/Violations as he believes that the code enforcement activities seem out of place.

28  
29 Mr. Cooney said that he has looked at some other Ordinances around the State in which the Code  
30 Enforcement Board makes the rulings on whether or not there is a violation and in those instances,  
31 they have also set up a fee/fine schedule.

32  
33 Mayor Masiarczyk asked the Commission if they would like to continue this at a workshop as he  
34 feels that they do need to establish some type of penalty process.

35  
36 Vice Mayor Treusch feels that this creates another level of bureaucracy, yet there are no penalties in  
37 place.

38  
39 Commissioner Carmolingo said the only concern he had was on Page 154, which Mayor Masiarczyk  
40 addressed.

41  
42 Commissioner Lowry asked Ms. Miller if we currently have an orientation in place for new  
43 employees and she stated that we do therefore he asked if this item (page 154, item 6) could be  
44 addressed in that and she said that it could be incorporated into the training program.

45  
46 Mayor Masiarczyk suggested that they meet together to review what is ethical and what is not.

47

1 Commissioner Zischkau said that he believes the City should have a clear ethics direction but that he  
2 also said that he feels that the employees of the City Manager and the City Attorney should not be  
3 included as their current management procedures cover this aspect. He also said that he would like to  
4 see the Ordinance written in a user-friendly manner and supports discussing this at a workshop.

5  
6 Commissioner Carmolingo said that he has no problem re-working this; however he stated that he  
7 does not want a “watered down” version and he feels that it should include City employees.

8  
9 **The Mayor and Commission agreed to workshop this topic for a later discussion.**

10  
11 **9. OLD BUSINESS:**

12  
13 **A. Discussion and direction re: demolition of structure at 3274 Dellbrook Drive.**

14  
15 Mr. Cooney said that this home is one of the four (4) homes that the City wished to have demolished  
16 and that this particular one recently came to his attention because of a lien search that his office  
17 recently received. He stated that in doing the search, his office came across some liens that were  
18 accrued against Wells Fargo. He said that he has had discussions with Wells Fargo and one option  
19 that was discussed is the possibility that the City could eliminate these liens, not assess for the tear  
20 down and in turn, Wells Fargo would deed the property to the City. He also said that if the City went  
21 forward with the demolition, they will then have another lien on this piece of property and at some  
22 point the City would foreclose that lien and end up with the property and perhaps a judgment for the  
23 balance of what the property is worth and what our liens are. At that point the City could execute with  
24 Wells Fargo to try and get the money back.

25  
26 Commissioner Zischkau asked Mr. Cooney if the City is responsible for the entire \$80,000 or if other  
27 jurisdictions are involved and Mr. Cooney said that at this time, he has only looked at the City’s  
28 responsibilities but that there are some other things that he would need to look into before moving  
29 forward.

30  
31 **Motion by Commissioner Zischkau, seconded by Commissioner Lowry to remove all City  
32 liens against the property at 3274 Dellbrook Drive conditioned upon Wells Fargo Bank  
33 conveying to the City a fee simple title, free of any encumbrances and with an appropriate  
34 title insurance policy that meets the requirements of the City Attorney.**

35  
36 Commissioner Zischkau said that he thinks that the City should remit their liens as they will never  
37 be able to collect the \$80,000 on a \$10,000 piece of property, therefore the City should make the  
38 condition that Wells Fargo provide a clean title.

39  
40 Mayor Masiarczyk said that he believes that Wells Fargo is making out like a bandit in this deal  
41 and that he feels that they should pay for something. Commissioner Zischkau said that perhaps the  
42 City could require that Wells Fargo take care of the demolition before giving the property to the  
43 City.

44  
45 Commissioner Carmolingo asked Mr. Cooney if the City would ever be able to collect the \$80,000  
46 or a portion of it and Mr. Cooney said that a lot of time and effort would be spent in trying to  
47 collect the \$80,000. He also said that it depends on how much the City is willing to expend to get

1 the \$80,000 when they know that they can get something that is worth \$10,000. Commissioner  
 2 Carmolingo said that the City has forgiven liens in the past but not at this amount, therefore, he  
 3 asked if it is possible that the City require Wells Fargo to take on the demolition and Mr. Cooney  
 4 said that the City could present this to Wells Fargo.

5  
 6 Mayor Masiarczyk said that he feels that it is inappropriate for the City to waive that huge amount  
 7 of money with a bank that is receiving tons of money from the government. He said that he  
 8 believes that Wells Fargo needs to accept their responsibility and pay for the demolition and then  
 9 discuss waiving the lien.

10  
 11 **Amended motion by Commissioner Lowry, seconded by Commissioner Zischkau to remove**  
 12 **all City liens against the property at 3274 Dellbrook Drive conditioned upon Wells Fargo**  
 13 **Bank conveying to the City a fee simple title, free of any encumbrances and with an**  
 14 **appropriate title insurance policy that meets the requirements of the City Attorney and that**  
 15 **Wells Fargo take the responsibility of the demolition.**

16  
 17 **Amended motion carried with members voting as follows: Commissioner Carmolingo, for;**  
 18 **Commissioner Herzberg, for; Commissioner Lowry, for; Commissioner Zischkau, for; Vice**  
 19 **Mayor Treusch, for and Mayor Masiarczyk, for.**

20  
 21 **Original motion with the amendment carried with members voting as follows:**  
 22 **Commissioner Carmolingo, for; Commissioner Herzberg, for; Commissioner Lowry, for;**  
 23 **Commissioner Zischkau, for; Vice Mayor Treusch, for and Mayor Masiarczyk, for.**

24  
 25 **10. NEW BUSINESS:**

26  
 27 **A. Consideration of appointment of two (2) members to the Economic Development**  
 28 **Advisory Board (Commissioner Lowry's and Vice Mayor Treusch's appointments).**

29  
 30 **Motion by Vice Mayor Truesch, seconded by Commissioner Herzberg to confirm the**  
 31 **appointments of the following individuals: Fernando Bonilla for the remainder of the term to**  
 32 **expire May 21, 2012 (Commissioner Lowry's appointment) and Harry Wilkins with a term to**  
 33 **expire on May 21, 2014 (Vice Mayor Treusch's appointment) to the Economic Development**  
 34 **Advisory Board.**

35  
 36 **Motion carried with members voting as follows: Commissioner Carmolingo, for;**  
 37 **Commissioner Herzberg, for; Commissioner Lowry, for; Commissioner Zischkau, for; Vice**  
 38 **Mayor Treusch, for and Mayor Masiarczyk, for.**

39  
 40 **B. Discussion and direction to staff regarding policy for banners over roads.**

41  
 42 Mayor Masiarczyk asked why staff is suggesting the \$100 fee to install a banner when the actual cost  
 43 to the City is \$240 and Ms. Miller said that it is just a staff suggestion. She said that the City waives a  
 44 lot of fees related to special events and this is just another fee that the organizations would be required  
 45 to pay plus the expense of the banner.

46  
 47 Mayor Masiarczyk said that the City would be losing \$140 on every banner and to him and this does

1 not seem to be sustainable.

2  
3 Commissioner Lowry said that he would like staff to get closer to the actual cost. He also said that he  
4 has looked at the banner locations throughout the City and he made several more suggestions for  
5 locations.

6  
7 Vice Mayor Treusch said that he didn't really think it would cost this much once the City establishes  
8 the locations and all the proper tools needed for assembly.

9  
10 Mayor Masiarczyk asked staff to elaborate on the cost and Mr. Denny said that it would probably  
11 take about an hour to get to a location and get everything assembled and it may then take an hour to  
12 complete the installation. Mr. Denny asked the Commission to also consider the flow of traffic  
13 because the City will need to slow the flow of traffic or implement lane closures in order to install the  
14 banners.

15  
16 Commissioner Herzberg said that she sees this item as two (2) separate issues. The first issue is what  
17 will the City charge for the current banner locations and she believes that it is only fair that these  
18 organizations pay what it is costing the City and that cost is \$240. The second issue she has is the  
19 addition of new poles in new locations. She said that she is not comfortable spending the money for  
20 this at this time. Commissioner Herzberg suggested that the City use the two (2) portable message  
21 boards and the two (2) banner locations that are currently in place.

22  
23 Commissioner Lowry said that he also agrees that the City needs to be mindful of spending and that  
24 his idea of the banners was to get the word out.

25  
26 Commissioner Carmolingo said that he agrees with Commissioner Herzberg and he favors the  
27 portable message boards as he sees them being utilized in other cities.

28  
29 Vice Mayor Treusch said that he supports the portable message boards.

30  
31 Commissioner Zischkau said that he feels that the portable message boards do not create a sense of  
32 place; he said that he feels that they create an eyesore. He said that they need to look at the purpose  
33 and the function that the City is trying to achieve which is why he is for the banners.

34  
35 Commissioner Herzberg said that she feels that a temporary solution is that the City should move  
36 forward with the banner locations that they currently have. She said that the City should try and  
37 promote the banners and see what type of response is received. She also said that as for the message  
38 boards, she is aware that they are not aesthetically eye pleasing but in today's economy she believes  
39 that the City should use what tools that they have. She then asked staff how they feel the message  
40 boards work and Mr. Denny said that he believes they do help to promote the events.

41  
42 Mayor Masiarczyk suggested that staff research a process that would include a hook and eye along  
43 with a cable which would allow the banner to be raised and lowered.

44  
45 **After discussion, the Commission agreed to ask staff to research further and bring back this**  
46 **issue at a later time.**

47

1 **C. Discussion re: Proposed Mini-Mall.**

2  
3 Ms. Miller said that staff would like some direction regarding the code issues surrounding flea  
4 markets.

5  
6 Mayor Masiarczyk said that the City wants to encourage business in Deltona; however the current  
7 Code prohibits flea markets indoors or outdoors.

8  
9 Commissioner Lowry asked for more information pertaining to this and Mr. Cooney said that based  
10 on the discussions that he has had with the business owner, who has stated that he is interested in  
11 using a location with an interior that is already in place and to split it into spaces by using partition  
12 walls and then to allow people to rent a space and sell merchandise in a less expensive retail location.  
13 Commissioner Lowry asked Mr. Cooney if this would violate our current Code and Mr. Cooney said  
14 that is one of his concerns is that the Code contains conflicting information with the Land  
15 Development Regulations. Commissioner Lowry asked how large the facility is and Mr. Cooney  
16 stated that it is the old Winn Dixie store that is located on Deltona Blvd. and it is 44,000 square feet.

17  
18 Commissioner Zischkau said that his first principle is that most business uses are better than an empty  
19 building and his second principle is that the City's Code contradicts itself. He said that he believes  
20 that there is no such thing as an indoor flea market; therefore he would like the City Attorney to help  
21 correct this and to clean up the Ordinance.

22  
23 Commissioner Herzberg said that she has several concerns such as: the definition of indoor flea  
24 markets and mini malls, the type of leases that will be available, what type of merchandise will be  
25 allowed (animals, firearms) and lastly, she is concerned with the inspections that are done by the Fire  
26 Department.

27  
28 Commissioner Carmolingo said that he doesn't want the City turned into anything other than what the  
29 residents deserve. He said that this particular shopping center leaves a lot to be desired with activity  
30 and that he doesn't want a flea market but that he wants something that is comparable that will satisfy  
31 the residents of the City. He said that he believes this is an opportunity not only for Winn Dixie but  
32 for the existing businesses and he thinks that the City should consider every aspect of this and to be  
33 able to fit this into their operation as they move forward.

34  
35 Commissioner Lowry said that he believes that they are struggling with two (2) concerns; one is that  
36 the City does not want a mess and the other is that they don't want to discourage an entrepreneur who  
37 wants to bring business into the City.

38  
39 Mr. Mayes stated that he was approached by this prospect several months ago and he said that he  
40 does have background and partnerships in this type of endeavor.

41  
42 Commissioner Herzberg said that she has concerns with the type of signage needed for this and how  
43 it will fit into the new Ordinance. She also asked Mr. Mayes if he has any photos that he could  
44 provide to the Commission so that they could see the prospect's other locations or signage and he said  
45 at this time he does not.

46  
47 Mayor Masiarczyk said that they really need to give staff clear direction on this.

1  
2 Commissioner Zischkau asked Mr. Cooney what zoning this location is and Mr. Cooney stated that it  
3 is C-1. He then asked how long it would take for the City to change the zoning and Mr. Cooney said  
4 that it would take a few months to go through the entire process.

5  
6  
7 **The Mayor and Commission agreed to have the City Attorney look into regulations that**  
8 **include: semi-permanent walls, the Fire Department's approval (with a list of things that are**  
9 **permissible in the building as it is), a minimum 3-month term lease for vendors, new**  
10 **merchandise and to address the clarifications that are needed in the City's Code relating to**  
11 **indoor flea markets.**

12  
13 **D. Discussion re: Commission E-Mail Communication (requested by Commissioner**  
14 **Herzberg).**

15  
16 Commissioner Herzberg said that she would like to see the City implement the idea of putting the  
17 City Manager's e-mails along with the Commission's e-mails on the web site in light of transparency  
18 in government.

19  
20 Commissioner Lowry said that although he is aware that the information is a public record, he is  
21 uncomfortable with the information that he may be exchanging with a resident on a personal matter  
22 concerning their home or neighborhood as the resident may not be aware that the e-mail is going to  
23 be posted on the web site.

24  
25 Ms. Miller reminded the Commission that the e-mails do include a disclaimer so that people are  
26 aware that the information is public record.

27  
28 Commissioner Carmolingo said that everything they do is public record.

29  
30 Commissioner Herzberg suggested that the Commission look at the Port Orange site to get a better  
31 idea of how this will work.

32  
33 Vice Mayor Treusch asked staff if this would be an additional cost and if we have enough staff to do  
34 this and Ms. Miller said that she would have a better idea once this is established and it will be a job  
35 duty that is assigned to someone and that the IT Department and the City Clerk's office will work  
36 something out.

37  
38 **Motion by Commissioner Zischkau, seconded by Commissioner Herzberg to direct the City**  
39 **Manager to come back to the Commission with a plan that will include the cost for achieving a**  
40 **system similar to Port Orange for publishing selected e-mails on line.**

41  
42 Mayor Masiarczyk said he would like to understand how this will work since the Commissioners  
43 respond to e-mails at different times and also if it would be possible for the Administrative Assistant  
44 to transfer the e-mails and create a file or document each week. Ms. Miller said that at this time, the  
45 Assistant does not have access to all Commissioner's e-mails.

46  
47 Commissioner Carmolingo stated that he does not want anyone going through his e-mails and that the

1 e-mails should go directly to him and he will be the one to provide them to whomever is requesting  
 2 them.

3  
 4 Commissioner Herzberg said that she is not referring to all e-mails, only the e-mails between the City  
 5 Manager and the City Commission.

6  
 7 Commissioner Lowry stated again that he is concerned with the citizen's awareness, and then asked  
 8 Mr. Cooney for his input. Mr. Cooney stated that there is information that is not to be disclosed  
 9 according to the Florida Statutes and so he suggested that a disclaimer could be put on the e-mail for  
 10 the individuals to check off that they meet the exemptions and that their information cannot be  
 11 released.

12  
 13 Commissioner Carmolingo said that he will take care of the residents that are in his district and that  
 14 he will handle any concerns he receives. And, again he stated that he does not want anyone in the  
 15 City handling his e-mails.

16  
 17 Ms. Miller stated that at this time, staff is putting all e-mails addressed to the City Manager, from any  
 18 Commissioner and all e-mails that are sent to the Commission, from the City Manager on line.

19  
 20 Commissioner Zischkau asked Mr. Cooney about the disclaimer that is on the e-mails and if they  
 21 should get rid of the first part of the disclaimer on outgoing e-mails and Mr. Cooney said that he will  
 22 look into it.

23  
 24 **Motion carried with members voting as follows: Commissioner Carmolingo, for;  
 25 Commissioner Herzberg, for; Commissioner Lowry, for; Commissioner Zischkau, for; Vice  
 26 Mayor Treusch, for and Mayor Masiarczyk, for.**

27  
 28 **11. CITY COMMISSION COMMENTS:**

29  
 30 (a) Commissioner Lowry said that he attended the Eggstravaganza over the weekend and that he  
 31 cannot believe how fast 24,000 eggs disappeared. He said that it was a lot of fun. He said that he also  
 32 enjoyed the ribbon cutting at the new VCSO facilities on Providence Blvd. and he thanked Captain  
 33 Brannon for showing him the dispatch facilities in Deland. He also said that he would like everyone  
 34 to have a safe and blessed Easter.

35  
 36 (b) Commissioner Zischkau said that he feels that the City Attorney's resignation is just another  
 37 disappointment and that he had high hopes with the election that took place in November. He said  
 38 that the City needs to re-assess what is really important.

39  
 40 (c) Commissioner Herzberg reminded everyone of the Relay for Life event on April 29/30 at  
 41 Dewey Boster Park. Also, she thanked Mr. Cooney for his professionalism and she is saddened by his  
 42 resignation. She too, wished all a happy and blessed Easter.

43  
 44 (d) Commissioner Carmolingo thanked Mr. Cooney for a job well done and he too feels that it is a  
 45 sad day for the City of Deltona. He wished him and his family all the health and happiness in the  
 46 world. Also, regarding the portable signs, he would like to keep this alive and to continue using them.  
 47

City of Deltona, Florida  
Regular City Commission Meeting  
April 18, 2011  
Page 12 of 12

1 (e) Vice Mayor Treusch wished Mr. Cooney the best in all his future endeavors. He also said that  
2 if anyone gets a chance, please wish the veterans in our community a Happy Easter.  
3

4 **12. CITY ATTORNEY COMMENTS:**

5  
6 He stated that he has received the appraisals for the storm water project that the City is currently  
7 working on and he gave thanks to Mr. Denny, Mr. Whitcomb, and Mr. Chancellor for their hard  
8 work on this as well.  
9

10 **13. CITY MANAGER COMMENTS:** None

11  
12 **14. ADJOURNMENT:**

13  
14 There being no further business, the meeting adjourned at 9:36 p.m.  
15  
16  
17

18 **ATTEST:**

\_\_\_\_\_  
**John Masiarczyk Sr., MAYOR**

19  
20 \_\_\_\_\_  
21 **Traci Houchin, DEPUTY CITY CLERK**

## NEWSPAPER CIRCULATION INFORMATION

**West Volusia Beacon** – This paper DOES NOT run 7 days a week and only gets published on Mondays and Thursdays.

Deltona:

By Zip Code	Paid Subscription	Single Copy	Total
32725	283	85	368
32728	9	9	
32738	194	100	<u>294</u>
			671 TOTAL

DeLand:

By Zip Code	Paid Subscription	Single Copy	Mailed Saturation	Total
32720	1170	215	4000	5385
32721	79		79	
32724	1309	205		<u>1514</u>
				6978 TOTAL

**South West Beacon** (Mailed Weekly) – 20,000 per week to DeBary, Deltona, Orange City.

**Orlando Sentinel** – This paper runs 7 days a week and the ads that are placed by the City are usually published on Thursdays and/or Sundays.

Volusia	Deltona	DeLand
Sunday 19,837	Sunday 7,588	Sunday 3,429
Thursday 12,403	Thursday 4,899	Thursday 2,438

**News Journal** – This paper runs 7 days a week and they are utilized when a deadline to submit an ad has pasted because they are more flexible with their deadlines than the Orlando Sentinel.

Zone	Zip Code	Subscriptions
1607	32763 Orange City	1453
1608	32738 Deltona, 32764 Osteen	1224
1609	32713 DeBary	1011
1610	32725 Deltona	1578
1611	32720 DeLand	2086
1612	32130 DeLeon Springs, 32724 DeLand, 32744 Lake Helen	3414
1613	32102 Astor, 32105 Barberville, 32180 Pierson, 32190 Seville	<u>411</u>
		11,177 TOTAL

Single Copy Sales – West Volusia 4,186

## NEWSPAPER CIRCULATION INFORMATION

### LANGUAGE FROM FLORIDA STATUES

#### CHAPTER 171 LOCAL GOVERNMENT BOUNDARIES

##### 171.031 Definitions.—

(4) “Newspaper of general circulation” means a newspaper printed in the language most commonly spoken in the area within which it circulates, which is readily available for purchase by all inhabitants in its area of circulation, but does not include a newspaper intended primarily for members of a particular professional or occupational group, a newspaper whose primary function is to carry legal notices, or a newspaper that is given away primarily to distribute advertising.

#### CHAPTER 166 MUNICIPALITIES

##### 166.041 Procedures for adoption of ordinances and resolutions.—

b. The required advertisements shall be no less than 2 columns wide by 10 inches long in a standard size or a tabloid size newspaper, and the headline in the advertisement shall be in a type no smaller than 18 point. The advertisement shall not be placed in that portion of the newspaper where legal notices and classified advertisements appear. The advertisement shall be placed in a newspaper of general paid circulation in the municipality and of general interest and readership in the municipality, not one of limited subject matter, pursuant to chapter 50. It is the legislative intent that, whenever possible, the advertisement appears in a newspaper that is published at least 5 days a week unless the only newspaper in the municipality is published less than 5 days a week.

#### CHAPTER 50 LEGAL AND OFFICIAL ADVERTISEMENTS

##### 50.011 Where and in what language legal notices to be published.—

Whenever by statute an official or legal advertisement or a publication, or notice in a newspaper has been or is directed or permitted in the nature of or in lieu of process, or for constructive service, or in initiating, assuming, reviewing, exercising or enforcing jurisdiction or power, or for any purpose, including all legal notices and advertisements of sheriffs and tax collectors, the contemporaneous and continuous intent and meaning of such legislation all and singular, existing or repealed, is and has been and is hereby declared to be and to have been, and the rule of interpretation is and has been, a publication in a newspaper printed and published periodically once a week or oftener, containing at least 25 percent of its words in the English language, entered or qualified to be admitted and entered as periodicals matter at a post office in the county where published, for sale to the public generally, available to the public generally for the publication of official or other notices and customarily containing information of a public character or of interest or of value to the residents or owners of property in the county where published, or of interest or of value to the general public.



# Display Advertising Rates

Delivering to West Volusia's Best Households  
PAID CIRCULATION • U.S. MAIL DELIVERY

**Retail/  
National  
Rate  
\$16.25**

## Retail Display

		CONTRACT DISCOUNTS:		
		13 WEEK	26 WEEK	52 WEEK
1X Run	\$11.50			
2X or More	\$10.50	\$10.00	\$9.50	\$9.00
50-99 column inches per month	\$10.00	\$9.50	\$9.00	\$8.50
100-250 column inches per month	\$9.50	\$9.00	\$8.50	\$8.00
250-plus column inches per month	\$9.00	\$8.50	\$8.00	\$7.50

**ALL PRICES ARE PER COLUMN INCH: 1.5625 INCHES WIDE, 1 INCH HIGH**  
**PICKUP RATE:** Pick up ad in THE BEACON for 30% off within six days  
**POSITION REQUEST:** 30% Extra Charge

**NONPROFIT RATE: \$9.00 per column inch**

**Full Page** - 126 column inches **Half Page** - 63 column inches  
**Quarter Page** - 31.5 column inches **Eighth Page** - 15.75 column inches

### Inserts

Fliers, brochures, etc.  
delivered by mail:  
\$45 per 1,000  
(Heavier pieces may run higher.)

### Deadline

Wednesday noon for  
Monday publication;  
  
Noon Friday for  
Thursday publication

### Note

Scheduled ads that do  
not run are subject to a  
\$25 charge. No proofs are  
provided after deadline.

### Ad Design & Typesetting

Free when you advertise.  
No charge for proofs.

### Dimensions

- mechanical requirements -

1 column	1.5625"
2 columns	3.25"
3 columns	4.9375"
4 columns	6.625"
5 columns	8.3125"
6 columns	10"

### Color

- Spot colors \$75 per color
- Full Process Color: \$240

*We look forward  
to providing  
you with friendly,  
honest and  
professional service.*

**Community-Newspaper Readers are Your Best Customers**

Call: (386) 734-4622 • Fax: (386) 734-4641 • E-mail: [adsales@beacononlinenews.com](mailto:adsales@beacononlinenews.com)

110 W. New York Avenue, DeLand, FL 32720

Item 3A

**Retail Display Rates (per column inch)** Rates effective January 1, 2008

CLASS	DAILY		SUNDAY & HOLIDAY
OPEN RATE	86.20		103.05
BULK CONTRACT RATES			
125 Inches	81.10		97.20
250 Inches	73.00		87.70
500 Inches	72.15		86.65
1,000 Inches	71.20		85.50
2,000 Inches	70.15		84.05
5,000 Inches	69.00		83.05
10,000 Inches	68.60		82.70
15,000 Inches	68.10		81.75
20,000 Inches	67.40		81.00
27,500 Inches	66.80		80.40
35,000 Inches	66.05		79.60
42,500 Inches	65.45		78.70

REPEAT  
ANY AD  
WITHIN  
SIX DAYS  
FOR A  
**25%**  
Discount

**MONDAY-SATURDAY**

MUST BE  
SCHEDULED  
ON INITIAL  
ORDER

**A. Regional Editions****FLAGLER/PALM COAST NEWS-TRIBUNE**

Serving Flagler County and Palm Coast.  
Published Wednesday and Saturday.

Rates	Single Issue	Combination
Open .....	\$16.55 .....	\$24.90

**Contract Rates**

125" per year .....	15.40 .....	23.35
250" per year .....	14.15 .....	21.65
1200" per year .....	12.85 .....	19.15
2500" per year .....	12.30 .....	18.35
6000" per year .....	11.30 .....	16.65
12,000" and over per year .....	9.50 .....	14.15
Non-profit organizations .....	9.50 .....	14.15

**Legal Advertising**

First Insertion .....	\$3.05
Subsequent Insertions .....	\$1.70

**NEW SMYRNA DAILY JOURNAL**

Serving New Smyrna Beach, Edgewater, Oak Hill, Samsula and all of Southeast Volusia County.

Published Wednesday thru Sunday.

<b>Rates</b>	<b>Daily</b>	<b>Sunday (Holiday)</b>
Open .....	\$20.40 .....	\$25.60
125" per year .....	17.50 .....	22.35
250" per year .....	13.20 .....	16.95
1000" per year .....	12.30 .....	15.75
Non-profit organizations .....	12.30 .....	15.75

A 50% discount is offered on the second daily insertion of an ad repeated within six days.

**NEW SMYRNA DAILY JOURNAL AND NEIGHBORS (SOUTH) COMBO\***

<b>Rates</b>	<b>Open</b>	<b>Contract</b>
Daily .....	\$29.45 .....	\$25.60
Sunday .....	36.90 .....	32.15

\*Same Ad, second insertion within a week Advertiser must have New Smyrna Beach or Neighbors South business location.

**WEST VOLUSIA EDITION**

Serving West Volusia County and Four Townes including DeLand, DeBary, Lake Helen, Deltona, Orange City, Cassadaga, Barberville, Pierson and Seville.

Published seven days a week.

<b>Rates</b>	<b>Daily</b>	<b>Sunday (Holiday)</b>
Open .....	\$20.30 .....	\$25.40
125" per year .....	17.50 .....	22.35
250" per year .....	17.25 .....	21.75
500" per year .....	16.65 .....	20.80
1,000" per year .....	16.10 .....	20.50
5,000" per year .....	15.75 .....	19.70
10,000" per year .....	15.10 .....	18.90
Non-profit organizations .....	15.10 .....	18.90

A 30% discount is offered on the second daily insertion of an ad repeated within six days.

**Daily Spot**

(1 col. Inch) ..... \$365.00

**NEIGHBORS NORTH**

Serving Ormond Beach, Ormond-By-The-Sea and Holly Hill. Advertiser must have business location in Ormond Beach, Ormond-By-The-Sea, Holly Hill or Flagler County. Published Thursday.

<b>Rates</b>	Daily
Open Rate .....	\$20.45
125" per year .....	18.40
250" per year .....	16.30
500" per year .....	16.00

**NEIGHBORS SOUTH**

Serving Port Orange, South Daytona, Daytona Beach Shores, Wilbur-By-The-Sea, Ponce Inlet, Harbor Oaks and Allandale. Advertiser must have business location in one or more of the above areas. Published Tuesday and Friday.

<b>Rates</b>	Daily
Open Rate .....	\$24.30
125" per year .....	21.75
250" per year .....	19.25
500" per year .....	18.75

	Open .....	Contract
Tuesday with Friday .....	\$45.55	\$36.60
Same Ad, no copy changes.		

**REGIONAL EDITION COLOR RATES**

One color and black .....	\$160.00
Two colors and black .....	\$230.00
Three colors and black .....	\$350.00

**7 Color Rates**

Retail Display Color	Daily	Fri.-Sun. (Holidays)
Choice* .....	\$510.00	\$ 695.00
One color and black .....	710.00	970.00
Two colors and black .....	1,060.00	1,325.00
Three colors and black .....	1,295.00	1,570.00

Double truck is 1-1/2 times above rate.

**A. Preprinted Inserts**

TAB SIZE	FULL RUN CPM	ZONED* INSERTS CPM
2 .....	\$40.00 .....	\$49.00
4 .....	52.00 .....	64.00
8 .....	55.00 .....	67.75
12 .....	57.00 .....	70.25
16 .....	59.00 .....	72.75
20 .....	62.00 .....	76.50
24 .....	64.00 .....	79.00
28 .....	66.00 .....	81.50
32 .....	68.00 .....	84.00
36 .....	70.00 .....	86.50

\*Less than 75,000 distribution, 5,000 minimum.

**P.D.P.****Print and Distribute Program**

Less than 10,000 .....	\$87.00
10,000-24,999 cost per thousand .....	\$67.00
25,000-49,999 cost per thousand .....	61.00

**Multi-Participant Preprints**

TAB SIZE	DAILY & SUNDAY
8 pages .....	\$17,690.00
12 pages .....	24,620.00
16 pages .....	31,915.00
24 pages .....	45,760.00
32 pages .....	59,810.00

## 8 Special Retail Display Units

### A. Daily Space Spot

3 Copy Changes per Month	
Full Column (21")	\$25,615.00
Half Column (10-1/2")	13,935.00
Quarter Column (5")	6,745.00
2 Column Inches	2,725.00
1 Column Inch	1,395.00
Other Sizes Available	

### B. Entertainment Section

Three days consecutive,	
per column inch	\$155.00
Five days consecutive,	
per column inch	\$210.00

### C. Weekend Bill of Fare

Lines of copy:	<u>6</u>	<u>7 - 9</u>	<u>10 - 12</u>
One Week	\$51.30	\$76.90	\$102.60
Thirteen Weeks			
(each week)	46.85	69.95	93.60
One Week with ad in			
"GO!" Section	25.65	38.50	51.30
Add your logo for an additional \$10.00 per insertion.			

### D. Front Page of Section

Dates Subject to Availability	
2 Col. x 4" only	
News-Journal Daily	\$1,120.00
News-Journal Sunday	1,314.00
West Volusia Edition Daily	300.00
West Volusia Edition Sunday	364.00
New Smyrna Daily Journal	270.00
New Smyrna Daily Journal (Sunday)	322.00
Flagler/Palm Coast News-Tribune	244.00
Neighbors (South)	298.00
Neighbors (North)	238.00

### E. Stock Market Page

5 days (2 col. x 2")	\$965.00
Dates Subject to Availability.	

**F. Diamond Position**

Uppermost advertising position, page 3A or 5A,  
2 col. x 6" minimum and 3 col. x 10" maximum.

Rate	Daily	Sunday & Holiday
52-Week Contract . . . . .	\$ 94.80 . . . . .	\$111.60
Single Issue/Open . . . . .	\$113.80 . . . . .	132.90

**16 Special Classification****A. Legal Advertising**

This rate applies to government or government-required advertising.  
Per Insertion/Per column inch . . . . . \$34.99

**B. Non-Profit Rate**

Recognized non-profit organizations are non-commissionable. Lowest rate on rate table applies.

Daily . . . . .	\$65.45
Sunday (Holiday) . . . . .	78.70

**F. Movie Theater Advertising**

	Daily	Sunday (Holiday)
Open . . . . .	\$94.85 . . . . .	\$113.45
125" . . . . .	89.45 . . . . .	106.85
250" . . . . .	80.50 . . . . .	96.40
500" . . . . .	79.35 . . . . .	95.25
1000" . . . . .	78.15 . . . . .	93.75
2000" . . . . .	77.20 . . . . .	92.75
5000" . . . . .	76.00 . . . . .	91.50
25% Repeat Discount (Mon.-Sat.)		

**G. Financial Advertising**

Includes News-Journal and News-Journal Online  
Applies to banks and credit unions.

	Daily	Sunday (Holiday)
Open . . . . .	\$90.15 . . . . .	\$107.80
125" . . . . .	84.95 . . . . .	101.70
250" . . . . .	76.60 . . . . .	91.70
500" . . . . .	75.50 . . . . .	90.65
1000" . . . . .	74.40 . . . . .	89.45
2000" . . . . .	73.50 . . . . .	88.40
5000" . . . . .	72.20 . . . . .	86.85

25% Repeat Discount (Mon.-Sat.).

Repeat advertising lineage is applied to News-Journal bulk contracts at 50%.

**L. Wrappers**

Full Page Kraft wrapper based on availability.

Outside .....\$6,030.00 Inside ..... \$4,035.00

**18 Sunday Comics**

Color Included

Full Page 11-5/8" x 21" ..... \$6,265.00

Half Page 11-5/8" x 10-1/2" ..... 3,145.00

Quarter Page 11-5/8" x 5-1/4" ..... 2,090.00

Deadline 4 weeks prior to publication.

**19 Magazines****A. TV Journal**

TV Journal published every Sunday.

<b>Rates</b>	<b>Per Column Inch</b>
Open Rate .....	\$58.25
13 Week .....	54.10
26 Week .....	47.75
52 Week .....	43.60
Full Color .....	\$310.00
Spot Color .....	\$120.00

**ORLANDO SENTINEL LEGAL ADVERTISING  
RATES AND DEADLINES (\*\*effective 2012\*\*)**

PHONE: 407- 420-5160

FAX: 407- 420-5011

E-MAIL: [classified\\_legal@orlandosentinel.com](mailto:classified_legal@orlandosentinel.com)

<u>Publication</u>	<u>Rate</u>
Daily Legal Advertising	\$3.75 per line*****
Orange/Seminole Extra (Thu/Sun)	\$2.75 per line*****
Lake/Osceola/Volusia	\$1.00 per line*****
El Sentinel	\$.50 per line*****
Orange County Tax Deeds	\$300.00 (flat rate)
Dissolution of Marriage (Orange/Seminole)	\$1.25 per line****

**FICTITIOUS NAMES – (1) day publication only**

**Email: [www.sunbiz.org](http://www.sunbiz.org) or call 850-245-6058**

Orange/Seminole	\$85.00*****
Lake/Osceola/Volusia	\$25.00*****

**IMPORTANT – LEGAL NOTICES EXCEEDING TWO 8 ½ x 11 PAGES OR HAVE MAPS AND/OR TABLES WILL REQUIRE AN EARLIER DEADLINE CONFIRMATION. PLEASE CALL 407-420-5160 TO SCHEDULE A RUN DATE. E-MAILED ADS FOLLOW THE SAME DEADLINES AS FAXED ADS. To ensure that your ad containing map/tables is published on the date(s) you request, we must receive your ad(s) a minimum of 48 hours prior to the deadlines listed below.**

Orange/Seminole Extra for Thursdays will only run in the full run paper on that date at the Orange/Seminole Extra rate.

Osceola only publishes on Sunday but the ads can publish other days in the full run paper at the Osceola rates. These ads will deadline the same as all of our Legal Classified ads that are listed below.

Volusia only publishes on Sunday but the ads can publish other days in the full run paper at the Volusia rates. These ads will deadline the same as all of our Legal Classified ads that are listed below.

*An earlier deadline is also required for these holidays: New Years, Memorial Day, Fourth of July, Labor Day, Thanksgiving, Christmas. We will publish those deadlines prior to each holiday in all editions of the paper and online.*

\*It is the customer's responsibility to check their ad on the first run date. If changes need to be made, please call by 8:00 a.m. before the next scheduled run date.

**If you want your ad to run in:**

Sunday Orange/Seminole Extra  
Sunday Legal Classified  
Sunday Lake  
Sunday Osceola/Volusia  
Monday Legal Classified  
Monday Lake  
Tuesday Legal Classified  
Tuesday Lake  
Wednesday Legal Classified  
Wednesday Lake  
Thursday Orange/Seminole Extra  
Thursday Legal Classified  
Thursday Lake  
Friday Legal Classified  
Friday Lake  
Saturday Legal Classified  
Saturday Lake  
Saturday El Sentinel

**Your ad is needed by:**

\*\*Tuesday by 3 p.m.  
\*\*Thursday by 3 p.m.  
\*\*Thursday by 3 p.m.  
\*\*Tuesday by 3 p.m.  
Wednesday by 3 p.m. (CFB Section)  
\*\*Thursday by 3 p.m.  
Wednesday by 3 p.m. (Business Section)  
\*\*Thursday by 3 p.m.  
\*\*Monday by 3 p.m.  
\*\*Monday by 3 p.m.  
\*\*Monday by 3 p.m.  
\*\*Tuesday by 3 p.m.  
\*\*Tuesday by 3 p.m.  
\*\*Wednesday by 3 p.m.  
\*\*Wednesday by 3 p.m.  
\*\*Thursday by 3 p.m.  
\*\*Thursday by 3 p.m.  
\*\*Thursday by 3 p.m.

Sales Manager: GEORGE JOHNSON  
Multi-Media Consultant: Kristin Windsor Sales #: 408  
Rate Card: Zone

Account #: 060191600  
Business Name: CITY OF DELTONA

**ORLANDO SENTINEL MEDIA GROUP**  
633 N. Orange Avenue, P.O. Box 2833, Orlando, FL 32802

**ADVERTISING CONTRACT**

Advertiser: CITY OF DELTONA  
Business Name (if different): \_\_\_\_\_  
Address: 2345 PROVIDENCE BLVD  
City: DELTONA State: FL Zip: 32725  
Phone: 386-878-8502

Advertising Agency:  
Address:  
City: State: Zip:  
Phone: Product Code: \_\_\_\_\_  
Business Email Address: jkent@deltonafl.gov

Contract Type: Zone

Revenue Contract Level: \$1000 per 12 months

Frequency Level: Weekly/Monthly Publication Frequency: 26 times per 12 mos.

Preprint: \_\_\_\_\_ pieces annually.

THIS ADVERTISING CONTRACT is made and entered into this the 1 day of 1, 2012 by and between Orlando Sentinel Communications, (hereinafter referred to as Publisher) and CITY OF DELTONA (hereinafter referred to as Advertiser).

In consideration of the mutual promises and covenants hereinafter contained, the parties agree as follows:

- 1. AMOUNT OF ADVERTISING:** Advertiser agrees to purchase the committed amount of advertising with Publisher during a twelve-month period beginning 1/1/2012 and ending 12/31/2012. Advertiser will furnish copy to Publisher in such quantities as is necessary to complete this contract within its term. This contract will be automatically renewed for successive twelve-month periods at the achieved revenue level, unless (a) the contract is cancelled by either party in writing at least (30) thirty days prior to any twelve-month anniversary date, or (b) the advertiser fails to meet the revenue commitment/frequency required in any twelve-month period in which case the Publisher may amend/cancel the contract without notice, or may renew it at its discretion.
- 2. RATE:** The rate charged for each advertisement shall be that rate charged for contracts of this volume of advertising in the applicable section of newspaper as stated in the Publisher's rate card in effect on the date each advertisement is published.
- 3. RATE CARD:** All ads are subject to the terms, policies, and conditions contained in the Publisher's Advertising Rate Card (hereinafter referred to as the Rate Card), which is incorporated herein by reference. The specific terms of payment contained in Paragraph 4 below shall apply in addition to the general payment terms contained in the Rate Card. In case of a conflict between any provision in this contract with the exception of Paragraph 4 and the Rate Card, the Rate Card shall control. Publisher reserves the right to amend its Rate Card (including the advertising rates contained therein) at any time. Any amendments will apply only to ads or inserts published after the effective date of the amendment. If Publisher amends its Rate Card, Advertiser may, within thirty (30) days from the effective date, cancel the remaining term of this contract by giving written notice of its decision to cancel. By execution of this contract, Advertiser certifies that it has received a copy of the current Rate Card.
- 4. PAYMENT TERMS:** All bills are subject to the Terms of Payment contained in the Rate Card. Publisher may, however, at its option, require immediate payment of any past due invoice and may, at its option require payment of any invoice within seven (7) days after such invoice is rendered. At any time during the term of this contract, Publisher may refuse to insert advertising and may cancel this contract in the event that any bill is not paid when due, or in the event of the actual or threatened bankruptcy, liquidation, or insolvency of Advertiser or in the event of Advertiser's inability to pay its debts as they become due. Advertiser's obligations under this contract shall survive any such termination.

**ADVERTISING REVENUE CONTRACT (continued)**

- 5. **SALES TAX:** Advertiser shall pay all applicable taxes, including State and local sales and use taxes, arising from this contract and all amounts paid or payable by Orlando Sentinel Communications in discharge of the foregoing taxes. This provision shall survive the termination of the contract.
- 6. **RATE ADJUSTMENTS/CANCELLATION BY PUBLISHER:** In addition to the right to cancel for non-payment, Publisher also reserves the right to review, amend and/or cancel the volume of advertising placed on a quarterly basis to determine the appropriate level earned. If advertising placed falls below 18% of contract fulfillment at 25% of the contract period; 37% of contract fulfillment at 50% of the contract period; and/or 67% of contract fulfillment at 75% of the contract period, we reserve the right to amend the contract to the earned revenue level and apply corresponding rates for future advertising. Failure of Publisher to review the volume of advertising or cancel the contract for any reason shall not be deemed a waiver of the right to cancel in the future or to impose any applicable rate adjustment.
- 7. **ERRORS AND OMISSIONS; ADVERTISER'S WARRANTIES:** In the event of any error or omission in any advertisement, Publisher shall not be responsible for any amount in excess of the cost of the advertisement in which the error appears. Claims of errors in invoices as well as any claim relating to the size or printing of Advertisements must be made by Advertiser within thirty (30) days of the date of the invoice; otherwise, such claims shall be deemed to be waived by Advertiser. Advertiser should contact the Financial Service Center at 1-800-435-1232. Advertiser represents and warrants that all statements contained in copy submitted by Advertiser are true, and Advertiser agrees that it will indemnify Publisher from liability or misappropriation of name or likeness, copyright infringement, trademark infringement, unfair competition, reasonable attorney's fees and other costs of defense in any tribunal arising from any actions or claims for libel, slander, disparagement, trade libel, invasion of privacy, or other causes of action resulting from the publication of Advertiser's copy.
- 8. **ADVERTISING APPLICABLE:** The advertising applicable to this contract will be all advertising expenditures with Publisher, excluding postage, recruitment advertising and commercial printing that is unrelated to Publisher's products.
- 9. **CONTENT OF ADVERTISING:** Publisher reserves the right to edit, reject, or cancel any copy or illustration deemed objectionable or misleading by Publisher in Publisher's sole discretion. All advertisements are deemed accepted upon publication.
- 10. **ASSIGNMENT PROHIBITED:** This contract is personal to Advertiser and may not be assigned without the prior written consent of Publisher, to be exercised or not exercised in Publisher's sole discretion. Advertiser may not assign to, nor utilize for the benefit of another person or entity, any of the advertising required to be purchased by Advertiser hereunder without Publisher's prior written consent, to be exercised or not exercised in Publisher's sole discretion.
- 11. **MISCELLANEOUS:** Advertiser agrees to pay all costs of collection to include a reasonable attorney's fee if it becomes necessary for Publisher to place for collection any bills incurred. Venue of any civil action arising out of this contract shall lie in Orange County, Florida. This contract may not be modified except as stated in paragraph 3 above or by written document signed by both of the parties hereto. This contract is not binding upon Orlando Sentinel Communications until executed by its Advertising Director or designee.

Business Name of Advertiser: CITY OF DELTONA

Address: 2345 PROVIDENCE BLVD

City: DELTONA

State: FL

Zip: 32725

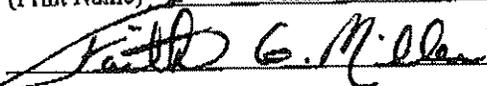
Phone: 386-878-8502

Signed By (Print Name)

Faith G. Miller

Title: City Manager

Signature:



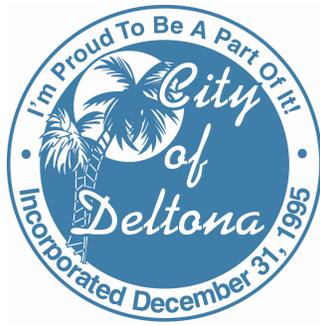
Accepted by Orlando Sentinel Communications Company:

KW 1/13/12  
Publisher's Account Representative / Date

[Signature] 1-13-2012  
Publisher's Sales / Bureau Manager / Date

[Signature]  
Publisher's Advertising Director / Date

[Signature]  
Publisher's Advertising Division Manager / Date



# PUBLIC INFORMATION OFFICE

## Service Request Form

Request for:

- Press Release (*information must be submitted two weeks prior to the event*)
- Information posted on Web site
- Information released via E-Blast
- Creation of Community Calendar slide on DeltonaTV
- Newsletter (*information must be submitted according to newsletter deadlines*)
- Creation of commercial on DeltonaTV  
(*information must be submitted two weeks prior to the event*)
- Entryway Sign (*information must be submitted the Friday prior to the event*)
- Flyer Design
- Poster Design
- Twitter
- Facebook
- Representative from Public Information needed at the event
- Message (text only) in the City Water Bills  
(*information must be submitted AT LEAST 30 days prior to the event*)

From: (Name/Contact) \_\_\_\_\_

Department: \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Time/Date: \_\_\_\_\_

Location (including address): \_\_\_\_\_

Bullet points on the event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Desired communications outlet: \_\_\_\_\_

Department Contact for Media: \_\_\_\_\_

Department Contact for General Public \_\_\_\_\_

*(if different from Media Contact)*

\_\_\_\_\_

\_\_\_\_\_

# Internet Advertising Fact Sheet



## What happens when I promote my Page from my admin panel?

People will start seeing ads in their news feeds or on the right side of Facebook with a link that encourages them to like your Page. These ads may appear on mobile or desktop and will run until you stop your promotion.

Typically, three different types of ads will be automatically created. You can [view and manage each one](#) from your promotion's campaign in your [Ads Manager](#).

Sample ad:



## How much does it cost to promote my Page from my admin panel?

The amount you pay to promote your Page depends on how many people you want to reach. When you choose a bigger budget, more people will see ads encouraging them to like your Page. As a result, there's a better chance that more people will like your Page.

Click ▼ next to **Daily Budget** to change the maximum amount you'll spend each day. You'll see the estimated number of new likes your Page could get:

Daily Budget [?]	\$5.00	▼
✓ \$5.00	Est. 3 - 24 likes daily	
\$10.00	Est. 5 - 47 likes daily	
\$20.00	Est. 11 - 95 likes daily	

## How do I choose who sees ads I create from my Page's admin panel?

When you promote your Page from its admin panel, you can target your ads to people located near your business. Choose from your business's city, state or country.



### What does Daily Budget mean when I promote my Page?

Your daily budget is the maximum amount you're willing to spend **each day** to promote your Page. For example, if you choose a \$10 daily budget and run your promotion for 7 days, you'll be charged up to \$70. Each day begins at midnight, so if you start your promotion at 8pm, your first day will only last 4 hours before your daily budget resets for the next, full 24-hour day.

The size of your budget determines how many people are likely to see your ads. When you choose a bigger budget, more people will see ads with links encouraging them to like your Page. As a result, there's a better chance that more people will like your Page.

You can't set a lifetime budget when you promote your Page from the admin panel. Be sure to stop your ads when you're happy with the size of your Page's audience or you've reached the total amount you want to spend.

### How do I pay per click or set a budget other than the listed options when I promote my Page from my admin panel?

Promoting your Page from your admin panel is designed to be a simple way to get more likes. Right now, you can only choose a daily budget from the provided menu, and this budget corresponds to how many people are likely to see an ad suggesting that they like your Page.

To choose a different kind of budget, like a cost-per-click (CPC) bid, or to set a daily budget for an amount not listed in the provided menu, try using the [ad creation tool](#) to promote your Page. There, you'll find more advanced options for setting up ads and sponsored stories.



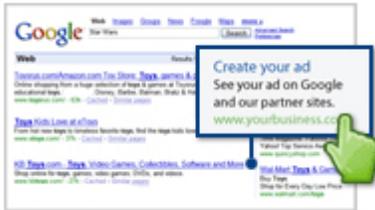
### AdWords

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.



Keywords are what people search for on Google.



Your *ad* appears beside relevant search results.

You create your ads

You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

People can simply click your ad to make a purchase or learn more about you.

Expand your reach through the Display Network

With hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display AdWords ads, the [Google Display Network](#) can reach users all over the web to help you drive conversions. Choose from text, image, and video formats to communicate your message.

Target the right user in the right context

Using your keywords, Google's [contextual targeting technology](#) can automatically match your ads to webpages in our Display Network that are most relevant to your business. For example, an ad for a digital camera may show up next to an article reviewing the latest digital cameras. If you want greater control, use placement targeting to hand-pick specific sites or sections of sites you want your ads to appear on.

Measure and optimize your results

With the [Placement Performance Report](#), you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimization or exclusion.

Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.

#### Set your budget

There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

#### Avoid guesswork

We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. ([Estimate keyword costs](#))

#### Pay only for results

You're charged only if someone clicks your ad, not when your ad is displayed.

Payment options vary by country and currency. [Learn more](#)



## AGENDA MEMO

**TO:** Mayor & City Commission **AGENDA DATE:** 3/11/2013  
**FROM:** William "Dave" Denny, Acting City Manager **AGENDA ITEM:** 3 - B  
**SUBJECT:** Discussion re: additional programming for the City's television station.

**LOCATION:**

City-wide.

**BACKGROUND:**

What—

Increase the amount of programming, local and external, and provide more diversity with the programming.

Why—

Additional programming offered on DeltonaTV serves multiple purposes—1) added appeal to viewers which translates to increased viewership—that in turn provides more visibility for events and notices on the Bulletin Board, 2) more “value added” benefits for the viewers, as these are programs that are typically not available to viewers, 3) another format to relay information to the viewers. Important to note... the addition of these programs will not affect the existing broadcast schedule of the City Commission Meetings.

How—

Local video production, other than Commission Meetings and specially designated meetings, would be videotaped in a studio setting in the Chambers, utilizing existing equipment. Proposed programs could include— Economic Development, Parks and events, Code Enforcement issues, Fire and safety tips, and local and State government updates... and these would all be 30 minute formats, recorded once a month in a discussion/interview setting. The 30 minute format allows for more flexibility in scheduling and videotaping once a month minimizes the amount of time needed to accomplish the programming goals.

The external production would provide programming that

would not be possible with existing DeltonaTV equipment. The programs are available to DeltonaTV by downloading episodes from the internet and by ground shipment from production houses—typically State of Florida programs.

When—

Production of the local programs and downloading externally produced programs would occur through the month of March... with a target premiere date in early April.

Types of programs:

Local-

- Economic Development Update
- Code Enforcement Report
- Parks & Rec Update & Events
- Fire Dept- Seasonal Safety and Awareness
- Commissioners Report—Mayor, District 1, District 2, District 3, District 4, District 5 and District 6(produced as requested)
- State of Florida/District 27 Report
- \*Possibly VCSO- Safety & Crime Prevention

External-

Programming from the Pentagon Channel—

- Grill Sergeants—military does Food TV, actually pretty good, with appeal to vets and active military men and women.
- Armed Forces Boxing—30 minute sports targeted programming
- Battleground— military historical documentary programming
- Fit for Duty—30 minute fitness program, demonstrating exercise routines

Programming from the University of Florida—

“Living Green” Series... add this to the existing program library of nature and environmental programs from UF, FSU, SeaWorld/WWF and Wildlife Matters

US Department of Health & Human Services—

-The Road to Recovery, a series about success stories of people who suffered from different physical and mental health challenges.

Guidelines/Best Practices—

There are certain guidelines that government TV stations need to follow, and others are recommendations/best practices from other government TV facilities. The City

established the operational guidelines for DeltonaTV in 2007.

**ORIGINATING DEPARTMENT:**

City Manager's Office

**SOURCE OF FUNDS:**

N/A

**COST:**

N/A

**REVIEWED BY:**

City Clerk

**STAFF RECOMMENDATION PRESENTED BY:**

N/A - For discussion and direction to staff.

**POTENTIAL MOTION:**

N/A - For discussion and direction to staff.

**AGENDA ITEM APPROVED BY:**

---

William "Dave" Denny, Acting City Manager



## AGENDA MEMO

**TO:** Mayor & City Commission                      **AGENDA DATE:** 3/11/2013  
**FROM:** William "Dave" Denny, Acting City Manager      **AGENDA ITEM:** 3 - C  
**SUBJECT:** Discussion re: Marketing Deltona and encouraging civic pride.

---

<b>LOCATION:</b>	N/A
<b>BACKGROUND:</b>	At the Commission Workshop held on Saturday, December 8, 2012 Commissioner Lowry requested for future discussion at a Workshop Civic Pride - create signs litter control and come up with ways to brag about the City.
<b>ORIGINATING DEPARTMENT:</b>	Deputy City Manager
<b>SOURCE OF FUNDS:</b>	N/A
<b>COST:</b>	N/A
<b>REVIEWED BY:</b>	Deputy City Manager
<b>STAFF RECOMMENDATION PRESENTED BY:</b>	N/A - For discussion and direction to staff as necessary.
<b>POTENTIAL MOTION:</b>	N/A - For discussion and direction to staff as necessary.
<b>AGENDA ITEM APPROVED BY:</b>	<hr/> William "Dave" Denny, Acting City Manager



## AGENDA MEMO

**TO:** Mayor & City Commission **AGENDA DATE:** 3/11/2013  
**FROM:** William "Dave" Denny, Acting City Manager **AGENDA ITEM:** 3 - D  
**SUBJECT:** Discussion re: Legal issues and outside legal consultants.

---

<b>LOCATION:</b>	N/A
<b>BACKGROUND:</b>	At the Commission Workshop held on Saturday, December 8, 2012 Commissioner Nabicht and Commissioner Schleicher requested for future discussion at a Workshop that all attorneys used by the City should be hired through the City Attorney's Office, with all legal affairs being guided by the City Attorney's Office, with a goal being to use the attorneys of the Vose Law Firm whenever possible and cut down on outside legal costs.
<b>ORIGINATING DEPARTMENT:</b>	City Manager's Office
<b>SOURCE OF FUNDS:</b>	N/A
<b>COST:</b>	N/A
<b>REVIEWED BY:</b>	City Attorney, Acting City Manager
<b>STAFF RECOMMENDATION PRESENTED BY:</b>	N/A - For discussion and direction to staff as necessary.
<b>POTENTIAL MOTION:</b>	N/A - For discussion and direction to staff as necessary.
<b>AGENDA ITEM APPROVED BY:</b>	<hr/> William "Dave" Denny, Acting City Manager



## AGENDA MEMO

**TO:** Mayor & City Commission **AGENDA DATE:** 3/11/2013  
**FROM:** William "Dave" Denny, Acting City Manager **AGENDA ITEM:** 3 - E  
**SUBJECT:** Discussion re: City Manager Issues.

**LOCATION:**

N/A

**BACKGROUND:**

The City Commission directed the Acting City Manager to prepare for the Commission's discussion a proposed process for the recruitment and hiring of a City Manager similar to the last City Manager selection process which was started in January, 2006 and again in February, 2008. Both times, the City Commission utilized a 7-member City Manager Selection Committee and an Executive Search firm – Colin Baenziger & Associates, Inc. to assist in the selection process.

The agreement signed with Colin Baenziger & Associates, provides the following: "CONSULTANT: Provide Guarantee that CB&A will repeat the process at no cost if the candidate leaves in the first year for any reason other than an act of God and **for expenses only during the second year.**"

The 2006 and 2008 selection process included:

- Appointment of seven (7) members to a City Manager Selection Committee prior to hiring the consultant;
- Issuance of RFP #0615 for an Executive Search firm and awarding RFP to Colin Baenziger & Associates;
- Selection Criteria and a Salary Range approved by the City Commission;
- Consultant prepared advertisements, Committee reviewed, and ads ran in:
  - International City/County Management Association

(ICMA);

- Florida League of Cities' Datagram;
- The National Forum of Black Public Administrators Newsletters; and
- Ken Small's City Manager bi-weekly publication.
- 30-day solicitation period for application submittal;
- Consultant meets with the Selection Committee to evaluate resumes and to narrow the field to half, but no more than 20 semi-finalists;
- Consultants completes its due diligence on the semi-finalists and forwards information to the Selection Committee;
- Selection Committee narrows the field to five finalists and forwards the nominations to the City Commission;
- Two-day interview process including tour of City facilities, meet and greet with City staff, and candidate reception open to the public;
- Interviews conducted on a one-on-one basis with each member of the City Commission and then public interviews before the full City Commission (Friday and Saturday);
- City Commission selects its top candidate for the position at a Special Commission Meeting (Monday) and Acting City Manager/City Attorney directed to negotiate terms of employment agreement;
- Proposed employment agreement presented to City Commission for final approval prior to Manager relocating to Deltona.

The City did pay for expenses associated with each candidate's travel to and from Deltona including two (2) nights lodging, airfare, mileage and meals.

**ORIGINATING DEPARTMENT:**

Deputy City Manager

**SOURCE OF FUNDS:**

TBD

**COST:**

TBD

**REVIEWED BY:**

Acting City Manager

**STAFF  
RECOMMENDATION  
PRESENTED BY:**

William "Dave" Denny, Acting City Manager - That the Commission discuss proposed salary range, selection criteria and minimum qualifications for candidates, and direct staff to proceed in the same manner as the 2006 process with the same consulting firm. Begin advertising for citizens interested in serving on the Selection Committee for appointment by the City Commission, approve scope of authority and direction for Selection Committee, or make changes to the previous selection process as deemed necessary and direct staff accordingly.

**POTENTIAL  
MOTION:**

“I move to direct staff to proceed with the City Manager Selection process similarly followed in 2006 and 2008 with the use of a 7-member City Manager Selection Committee and consultant services from \_\_\_\_\_, and with the same salary range and selection criteria.”

OR

“I move to direct staff to proceed with the City Manager Selection process as followed in 2006 and 2008 with the following changes: \_\_\_\_\_.”

**AGENDA ITEM  
APPROVED BY:**

\_\_\_\_\_  
William "Dave" Denny, Acting City  
Manager

**ATTACHMENTS:**

- 2008 City Manager Selection Committee Openings
- 2008 Draft Project Schedule
- 2008 Sample ad for City Manager position



**CITY OF DELTONA  
SEEKING SEVEN (7) MEMBERS TO THE CITY'S  
CITY MANAGER SELECTION COMMITTEE**

The Deltona City Commission recently established a City Manager Selection Committee to assist the City Commission in the selection process for a new City Manager in conjunction with a hired consultant. The Committee will assist in reviewing submitted applications, short-listing the applicants, and providing a list of recommended candidates to the City Commission for interview and final selection.

Individuals appointed to this Committee must be residents of the City of Deltona and will serve in a non-paid capacity. It is expected that the work of this Committee will be accomplished with 3 – 4 months. Appointments to this Committee are made by the City Commission in accordance with the laws and ordinances of the City.

If interested, contact the City Clerk's Office for a Committee application at (386) 878-8500, or download an application or apply on-line on our City WebPage at [www.deltonafl.gov](http://www.deltonafl.gov). Deadline for receipt of applications: 12:00 Noon, March 10, 2008.

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Faith G. Miller, MMC  
Acting City Manager/City Clerk

Revd 4.22.08  
by Colin Baezinger

## Draft Project Schedule – Deltona, 2008

Item 3E

- March 24<sup>th</sup>: Colin Baenziger begins meetings with the Mayor and Council Members individually to discuss recruitment.
- April 7<sup>th</sup>: Citizens' Advisory Committee (CAC) appointed.
- April 15<sup>th</sup>: CB&A meets with CAC and distributes draft ad.
- April 22<sup>nd</sup>: CB&A and CAC finalize ad.
- April 23<sup>rd</sup>: CB&A distributes advertisement to publications, posts it on its website and e-mails it to candidates.
- May 23<sup>rd</sup>: Closing date for submission of applications.
- May 25<sup>th</sup>: Final resumes forwarded to the CAC. Note: During the recruiting period, resumes of applicants will be forwarded to the CAC weekly.
- June 2<sup>nd</sup>: CAC selects semi-finalists.
- June 23<sup>rd</sup>: Semi-Finalist materials sent to the CAC via the City. Materials arrive on June 24<sup>th</sup>.
- June 30<sup>th</sup>: CAC selects finalists.
- July 18<sup>th</sup>: City holds reception for candidates and spouses.
- July 19<sup>th</sup>: Elected Officials interview candidates.
- July 21<sup>st</sup>: City selects its next City Manager.
- Post July 21<sup>st</sup>: CB&A works with City Officials to negotiate an employment agreement. CB&A also stays in touch to be certain the Council-Manager relationship is a strong one.

## Draft – Pending City Commission Approval

# City Manager City of Deltona, FL

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### THE COMMUNITY AND LOCATION

With a population of 87,000, Deltona is the largest city in Volusia County, and the second largest in Central Florida. It is located midway between Orlando and Daytona Beach, about 30 minutes from both. Deltona has been a rapidly growing, residential community on the I-4 corridor. It is poised for future growth. The resources and infrastructure are available for both commercial and additional residential development. ~~Since the cities between Deltona and Orlando are largely built out, this development will come.~~

Begun as a planned community in 1962, with 36,000 building sites targeted at retirees, Deltona has become a young city with a diverse population representing all age groups. ~~The current population under 25 is 33% of the population, approximately is under 25, a little over 40% are between ages 25 and 54 and only 15% are over age 65. Each of these groups has its unique needs, goals and desires, both personally and professionally. Parks are plentiful, housing prices are reasonable and the schools are above average, making it a good place to live, work and play. Deltona is simply an excellent location to and raise a family.~~

### THE GOVERNMENT

Incorporated in 1995, Deltona is a relatively new city. It operates under a Commission-Manager form with a government consisting of seven elected officials who serve staggered four-year terms. The Mayor presides and serves as a Commissioner-at-Large. He is elected by the residents throughout the City. The other commissioners represent six geographic districts. The City Manager is appointed by a majority vote of the City Commission. City services include the City Clerk's Office, Building and Zoning Services, Deltona Water, Enforcement Services, Finance and Internal Services, Fire and Rescue, Human Resources, Parks and Recreation, Solid Waste, Public Works, and the Department of Planning and Development Services. Law Enforcement Services are provided through a contract with the Volusia County Sheriff's Office. The operating and capital budgets total \$148 million, and the City has 342 employees.

### THE CHALLENGES

As noted, Deltona began as a retirement community and as a result, the original plans envisioned shopping plazas without a traditional downtown district. It also did not have a commercial or industrial component to provide the jobs needed for a younger community. Further,

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infrastructure was also limited. The City is now attempting to adapt to its current condition as a community with a diverse population represented by a wide variety of ages, races and ethnic groups, each of which have their own interests and needs. The elected officials and the community recognize that economic development – specifically encouraging new commercial and industrial enterprises located in the community – is very critical to Deltona’s long term success. The City is also considering the development of its own police department and commissioned an independent study to weigh its options.

### **THE IDEAL CANDIDATE**

The City Manager performs high-level administrative, technical and professional work in directing and supervising the administration of the city government. The ideal candidate will have at least seven years as a senior level executive and experience in the public, private, government and/or non-profit sectors with management of more than 200 people. He/she must be a community-oriented individual who will be responsive not just to the elected officials but to the community at large. Other important qualities will be someone who is progressive, creative, ethical, receptive to new ideas, strategic and responsive. The individual must consider customer service to be an essential part of public service and must have outstanding communication skills. Being fiscally responsible is a critical success factor. Additionally, the individual should be comfortable with the media and should have experience in a multi-cultural environment. A bachelor’s degree in business administration, public administration, public policy or related field is required while a master’s degree would be a plus. Seven to ten years of increasingly responsible experience in the public or private sectors as a senior executive or a combination of relevant education and experience is required. ~~A master’s degree is a plus.~~ He/She will have a positive attitude with energy, drive and commitment. The individual will be achievement oriented with record demonstrating significant successes. Knowledge of government is ~~important~~ essential, but Deltona will consider strong candidates with comparable experience in the private sector. Knowledge and experience in strategic planning principles, performance measurement, project development and labor/union relations will also be important. Fluency in Spanish is also a plus.

### **COMPENSATION**

The salary and benefits will be ~~very attractive and~~ commensurate with experience.

(Note: The Committee recommended that the City Commission place a salary range in this section.)

### **HOW TO APPLY**

Applicants should also complete a City of Deltona Employment application which is available on the City’s web page and email the completed application form to [Recruit26@cb-asso.com](mailto:Recruit26@cb-asso.com). E-mail your resume to [Recruit26@cb-asso.com](mailto:Recruit26@cb-asso.com) by (Insert date once ad is finalized). Faxed and

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mailed resumes will not be considered. Questions should be directed to Colin Baenziger of Colin Baenziger & Associates at (561) 707-3537.

(Note: The requirement for completing the City's job application form was added by the Committee because of the statement on the City's web site requiring the completion of this application form. The Committee felt that the City Commission could remove this requirement from the City Manager's recruitment process if they felt inclined to do so.)

### **THE PROCESS**

Tentatively, applicants will be screened between \_\_\_\_\_ and \_\_\_\_\_. The City intends to select finalists on \_\_\_\_\_. Finalist interviews are scheduled for \_\_\_\_\_ and \_\_\_\_\_. A selection of the next manager is to be made on \_\_\_\_\_.

Note: Once the Commission selects the closing date for submittal of applications, the selection process dates will be determined.

### **OTHER IMPORTANT INFORMATION**

Residency of the selected individual is required within six months of being hired. The City expects the individual and his/her family to become full participants in the community.

Deltona is an Equal Opportunity Employer and encourages minorities to apply. Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. Veterans' preference will be awarded under applicable Florida law.