

**CITY OF DELTONA, FLORIDA
EXECUTIVE SESSION
AND WORKSHOP MEETING
MONDAY, AUGUST 26, 2013**

A Workshop Meeting of the Deltona City Commission was held on Monday, August 26, 2013 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd. Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 5:00 p.m. by Mayor John Masiarczyk.

2. ROLL CALL:

Mayor	John Masiarczyk	Present
Vice Mayor	Zenaida Denizac	Present (5:05 p.m.)
Commissioner	Webster Barnaby	Present
Commissioner	Heidi Herzberg	Present (5:10 p.m.)
Commissioner	Fred Lowry	Present
Commissioner	Chris Nabicht	Present
Commissioner	Nancy Schleicher	Present
Acting City Manager	William D. Denny	Present
City Attorney	Becky R. H. Vose	Present
Deputy City Clerk	Mitch Honaker	Present

Also Present: Planning and Development Services Director Chris Bowley; Economic Development Manager Jerry Mayes; Building and Enforcement Services Director/Acting Deputy City Manager Dale Baker; and VCSO Captain Dave Brannon.

3. PLEDGE TO THE FLAG:

4. BUSINESS:

A. Executive Session – Acting City Manager requests that the City Commission provide advice concerning the proposed Collective Bargaining Agreement between the City and I.A.F.F., Local 2913 (Firefighters Union).

Mayor Masiarczyk announced the commencement of the Executive Session with an estimated length of 30 minutes. He announced the names of each Commissioner in attendance along with William D. Denny, Acting City Manager, and Deputy Fire Chief Robert Rogers.

Mayor Masiarczyk closed the session to the public at 5:02 p.m. and asked everyone else in the room who he did not announce to exit the room.

Vice Mayor Denizac arrived at 5:05 p.m.

Commissioner Herzberg arrived at 5:10 p.m.

Mayor Masiarczyk called for a recess at 6:31 p.m. and reconvened at 6:40 p.m. and he re-opened the meeting to the public.

B. Presentation by Joel Shank (Requested by Vice Mayor Denizac).

Joel Shank, Statewide Community Coordinator for Community Seating Service (CSS) provided a presentation on what type of bus bench advertisement CSS provides. Items discussed were the company's current partnerships, no cost bus bench advertising for non-profits and to the City of Deltona, CSS revenue sources, and that their service company is Metropolitan Systems which provides insurance, benches, and bench maintenance. Also discussed was that the company has provided services for 63 years, examples of current bus bench displays, that CSS benches are manufactured by the company in Florida, placement of advertisement benches that are Florida Department of Transportation (FDOT) and Americans with Disabilities Act (ADA) compliant, the company's quasi commercial status and how it benefits a community, the company's current service members, and areas currently serviced by CSS.

Mayor Masiarczyk asked what funds were used to pay for advertising and Mr. Shank replied that the revenue from the paying businesses covers the cost of providing no cost bus bench advertising for non-profits and the City.

Commissioner Herzberg asked what the City's revenue is from the current bus bench contract. Acting City Manager Dave Denny replied that the City's total revenue since 2002 is around \$65 thousand dollars.

The Commission discussed the difference in construction of the current bus benches and CSS benches in that CSS bus benches are reinforced with rebar material, weigh around 350 pounds so they are hard to move, the benches will not spray if hit by a vehicle, and that the CSS bus benches are designed to fit into terrain similar to the terrain in Deltona.

The Commission discussed advertising City events, no cost advertising versus the current bus bench contract revenue, donations to non-profits from CSS, and the possibility of the City receiving a cost break down of what revenue the non-profits receive. Mr. Shank replied that the non-profits and Deltona would receive free bus bench advertising and that CSS could provide a total cost of what is given to non-profits and the City as far as in-kind advertising per year.

Commissioner Barnaby asked how often bus bench advertising signs were changed. Mr. Shank replied that for non-profit companies the advertising is changed four (4) times per year which includes a redesign of their advertising template. Commissioner Barnaby also asked about time sensitive advertising and how fast of a turn-around the company has from the time of a request to actual advertising. Mr. Shank replied that the usual turn-around on time sensitive requests is within 48 hours.

Mr. Shank stated that CSS does not allow any political advertisements on their benches, advertisements for items that cannot be purchased by minors, or any advertising that would debase a non-profit organization.

The Commission discussed the current bus bench contract requirements, the minimal annual profit from the current bus bench contract, and the benefit of using ADA and FDOT compliant benches.

Mayor Masiarczyk stated that he thinks using CSS is a great idea and Vice Mayor Denizac stated that she would like to welcome the 65 year old company to Deltona and that she would like to see the City give their services a try.

The Commission concurred that staff would prepare a CSS bus bench proposal and bring it back to the Commission for discussion.

The Commission discussed the current bus bench contract which is a non-exclusive contract, that staff needs to review FDOT and ADA bus bench compliance standards, and needing information on how Deltona's current ordinances and Code Enforcement policies would affect a contract with CSS.

The Commission also discussed that many of the roads in Deltona are County roads, the need for CSS to coordinate with the County, and how coordinating with Volusia County could benefit CSS.

Commissioner Nabicht stated that FDA and FDOT bus bench requirements need to be added to Deltona's ordinances and Codes. Mr. Shank stated that there is a Florida State statute that governs bus benches and that CSS is the only company that he knows of that is ADA compliant insured.

C. Discussion re: Project Dial.

Jerry Mayes, Economic Development Manager introduced Vice Chair John Wannamaker and Denise Mott from Team Volusia Economic Development. Mrs. Mott provided a brief description on Project Dial which is a customer support center that employs 58,000 employees in 24 countries, in 120 facilities worldwide. She stated that the plan is for the Project Dial company to establish operations at 1200 Deltona Boulevard, hiring 250 employees in the first year, 200 more employees in year two (2) and another 50 employees in year three (3) with an average annual salary of \$19,860 dollars.

The Commission discussed the following topics during the presentation; the economic impact on Deltona, "building the City", providing Deltona residents with local employment, encouraging retail to locate in Deltona, local area average per-capita annual salaries, and the direct benefits to the City if Project Dial locates in Deltona. Benefits discussed were producing a revenue increase in property tax, telecommunications tax, electric service franchise, sales tax, and Deltona utilities revenue.

Also discussed was Project Dials incentive request to establish the call center in Deltona with 5% of their \$10 million dollar payroll refunded over 10 years, which would equal approximately \$125 thousand dollars per quarter for 10 years. Mrs. Mott stated that the incentive plan awards are based on the performance criteria of full time employee benefits being provided, and that the incentive amount is calculated on an annualized payroll for the number of jobs the company has provided.

The Commission discussed State level Incentives, reviewed an incentives worksheet that displayed incentive contributors and amounts of contributions over a 10 year period, the need to

prepare a “Project Dial” resolution, what Project Dial would cost the City over a 10 year period, and the Commission encouraging the company to hire residents of Deltona.

The Commission discussed providing jobs, attracting businesses to the Deltona Boulevard area, Project Dial being a cornerstone for future business opportunities at the Deltona Plaza, calculating a return on investment, the possibility of making counter offers, and concern over outlying years when there are no other incentive categories involved.

The Commission discussed the date a resolution can be presented to the Commission. Mr. Denny replied that staff could have a resolution prepared for the Regular City Commission meeting of September 16, 2013. Mr. Wannamaker stated that Project Dial could move forward without a resolution.

Mr. Denny asked how soon the City needs to provide an answer concerning Project Dial. Mr. Wannamaker replied that the company wanted an answer yesterday. He stated that Team Volusia supports whatever decision that the Commission makes and will continue to try and provide jobs and economic development in Deltona.

The Commission discussed the possibility of Volusia County supporting Project Dial in the future, bringing jobs to Deltona, revenue sources for Deltona’s incentive contribution, encouraging people to relocate to Deltona, and the residual benefit to Deltona’s economic development.

After discussion, the Commission concurred that the City of Deltona will accept Project Dial’s five (5) percent incentive proposal.

D. Discussion re: Purchasing homes with liens.

The Commission discussed purchasing the property located at 915 Rockhill Street with Neighborhood Stabilization Program (NSP) funds, demolishing the home, the appropriate time frame to rebuild a new home on the property, forgiving the Deltona lien, the current number of Deltona homes in the NSP inventory, NSP homes in Deltona being in the “very low income” sales category, how homes are selected for purchase through NSP, NSP targeted homes, the challenges to purchasing homes through NSP 2 and NSP 3, the dynamics of NSP, and the NSP “First Look” policy benefiting cities by providing them the first option to purchase a home. Also discussed was the number of three (3) bedroom\two (2) bath homes in the Rockhill Street area, not building a home with a floor plan that would look out of place for the area, and the need for the Commission to review the three (3) bedroom\two (2) bath floor plans before building a home on the property.

After discussion, the Commission concurred to remove the lien from 915 Rockhill Street, to purchase the home through the Neighborhood Stabilization Program (NSP), tear down the home on the property and then for staff to show the Commission the proposed floor plans for three (3) bedroom\two (2) bath homes.

Vice Mayor Denizac stated that at this time she could not say that she was in concurrence with purchasing the property at 915 Rockhill Street.

E. Discussion re: When to place a Commissioner requested item on an agenda.

The Commission discussed procedures for placing items on Commission meeting agendas. Topics discussed were individual Commissioners requesting items to be added to a meeting agenda, adding issues to an agenda as a Commission body, last minute add-on agenda items, Commissioners bringing agenda item suggestions up at Workshops, working as a team, researching Orlando's and Oviedo's chicken ordinance, addressing the issue of chicken in residential areas, and the Commission previously concurring that there was no consensus or interest in further discussing chickens.

The Commission also discussed the pros and cons of individual Commissioners adding items to an Agenda or deciding to add an issue to an agenda as a group, a comparison to how other City Commissions add items to their agendas, Commissioners working on their projects/causes and presenting the information to the Commission at a Workshop, franchise fees for garbage, Commissioners using the "Tabling" tool when needed, being aware of the other members on the Commission, working within the limits of the City Charter, and directing the Acting City Manager as compared to addressing an issue with the Acting City Manager.

Mr. Denny stated that he raised the issue not because he did not want to add a topic to an agenda, but because he receives conflicting comments from other Commissioners as to why an issue was placed on an agenda.

Commissioner Barnaby asked why the residential chicken ordinance issue could not be researched and then voted on by the Commission. Mayor Masiarczyk replied that the Commission as a body concurred that there was not an interest in pursuing chickens in residential areas. Mr. Denny stated that the issue of chickens in residential areas has been addressed at a Commission Workshop, then was added to a Regular Commission meeting agenda and voted down; "No chickens in Deltona", and then was addressed at two (2) other Commission Workshops and the consensus was not to move the issue forward.

The Commission discussed the time spent by staff researching issues for individual Commissioners, Commissioners directing staff members, reaching Commission consensus to address an issue, developing a strategic plan and a long range plan, and developing a Deltona business plan. Mr. Denny stated that he is working on the third draft of a Deltona business plan that should be ready to come before the Commission in early October, 2013.

The Commission discussed the duties of the City Attorney to handle legal issues and the duties of the Acting City Manager to manage the day to day operations of the City, hiring a Deltona lobbyist to work in Tallahassee, staying within the guidelines of the City Charter and the Sunshine Laws, demanding versus suggesting an issue be placed on an agenda, scheduling meetings with staff, using discretion when issues are placed on a Regular Commission Meeting by discussing issues at Workshops, if a Commissioner requests an issue to be added to the agenda then list the Commissioner's name next to the agenda item, the positive image displayed in the current Commission's unity in decision making and getting things accomplished for Deltona, and the Acting City Manager making the final determination of what goes on an agenda.

After discussion, the Commission concurred that the Acting City Manager makes the final decision on what topics are placed on a Commission agenda.

The Commission discussed having chickens in residential areas, bringing a residential chicken ordinance before the Commission, and the Commission reviewing the process that the chicken issue has previously gone through.

After discussion, the Commission concurred that there was a consensus not to discuss having chickens in residential areas of Deltona.

F. Discussion re: West Volusia Summit Topics.

Mayor Masiarczyk suggested that the Commission not discuss West Volusia Summit topics at this time due to Volusia County's current deliberations over the one (1) cent sales tax and a letter that was sent to the Volusia County Council from the West Volusia Mayors requesting that the sales tax issue be one (1) of the main Summit topics.

After discussion, the Commission concurred that they would not discuss West Volusia Summit topics at this time.

5. CITY MANAGER COMMENTS: None.

Commissioner Schleicher reminded everyone about the ribbon cutting ceremony at 3:00 p.m. on Friday, August 30, 2013 for the First Viva Volusia International Latino Arts, Culture and Culinary Festival in Daytona Beach, Florida.

Commissioner Barnaby stated that he was going out of town and he would not be back in Deltona until September 7, 2013.

6. ADJOURNMENT:

There being no further business the meeting adjourned at 8:59 p.m.

Mitch Honaker, Deputy City Clerk