



CITY OF DELTONA

CITY MANAGER'S OFFICE

To: Deltona City Commission
From: Faith G. Miller, City Manager
Subject: Weekly Courtesy Report
Date: February 1, 2013

West Volusia Summit:

Reminder – the West Volusia Summit is scheduled for tomorrow at the Orange City Council Chambers located at 201 N. Holly Avenue, beginning with a continental breakfast at 8:00 a.m. and the meeting beginning at 8:30 a.m. (Copy of the agenda attached as Exhibit A).

Deltona 2013 Job Fair:

Staff is moving forward for our 2nd Annual Deltona Job Fair which is scheduled for Friday, March 15th in our Commission Chambers. Attached are copies (Exhibit B) of a poster sample that will be placed at bus stops and business locations; the second flyer is to be used for marketing the program to the general public, and the third flyer is targeting employers and will be e-blasted by the Center for Business Excellence (CBE) to area businesses.

2012 Annual Review and 2013 Economic Development Forecast:

Attached for your information (Exhibit C) is the 2012 Annual Report and 2013 Forecast prepared by Jerry Mayes, Economic Development Manager, outlining accomplishments in the area of economic development over the past year. Although we would all like to see more commercial expansion and new building going on, I believe that Jerry has done an excellent job promoting Deltona, working with our business community, and researching every possible lead to bring needed commercial expansion to Deltona! We had a total net gain of 169 jobs in Deltona in 2012. As reflected on the County's latest Economic Development update, our average unemployment rate of 10.7% in the 4th Quarter of 2011 has fallen to an 8.6% average in the 4th Quarter of 2012 – a decline that is good to see!

Think Before You Throw Campaign:

Attached as Exhibit D and labeled 1, 2, 3 are three proposed sample designs for the Think Before You Throw anti-litter campaign. Please let Pauline Shattuck know which design you prefer or if you would like something totally different.

CITY MANAGER'S OFFICE

2345 Providence Boulevard, Deltona, Florida 32725

(386) 878-8100 Fax (386) 878-8851

Webpage: www.Deltonafl.gov

Ongoing/Upcoming Events:

- **West Volusia Summit** – Saturday, February 2nd, 8:00 a.m. – continental breakfast, 8:30 a.m. – meeting begins; Orange City Council Chambers, 201 N. Holly Avenue
- **Regular City Commission Meeting** – Monday, February 4th, 6:30 p.m. – Commission Chambers
- **Joint Meeting of the City Commission and Planning & Zoning Board** – Monday, February 11th, 6:30 p.m. – 2nd fl. Conference Room; Commission Chambers; Topic: Status report on water/sewer rate study by rate consultants.
- **Regular City Commission Meeting** – Monday, February 18th, 6:30 p.m. – Commission Chambers


Faith G. Miller, MMC, MPA
City Manager

WEST VOLUSIA SUMMIT
Orange City Council Chambers
201 N. Holly Avenue
Orange City, FL

Saturday, February 2, 2013

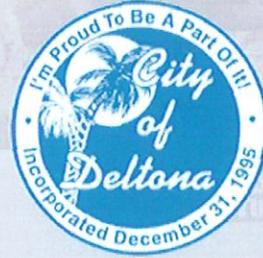
AGENDA

- | | |
|------------------|--|
| 8:00 – 8:30 a.m. | Continental Breakfast |
| 8:30 a.m. | Welcome, Opening Remarks, Introductions |
| 8:45 a.m. | Updates: Trail/ Saxon Blvd. Improvements – Gerry Brinton |
| 9:30 a.m. | I-4 Improvements – Deata Stys-Palasz |
| 9:50 a.m. | Break |
| 10:00 a.m. | U.S. 17-92 Corridor Improvement Plan – Jean Parlow, TPO |
| 10:20 a.m. | Status Update, SunRail – Marianne Gurnee |
| 10:45 a.m. | Break |
| 11:00 a.m. | Votran Routing Changes – Steve Sherrer |
| 11:30 a.m. | Scenic Highway Corridor – Garry Balogh |
| 12:00 p.m. | Closing Comments/Adjourn |

Sponsored by:

City of Deltona

REGIONAL JOB FAIR



Hosted by the City of Deltona & CBE

- ◆ Friday March 15th, 9AM-2PM
City Hall, 2345 Providence Blvd
- ◆ Opportunities to Meet Employers Who Are Hiring
- ◆ Free Admission & Free Parking
- ◆ Open to All Job Seekers
- ◆ Bring Resumes for Selected Companies
- ◆ Professional/Casual Business Dress Recommended
- ◆ No Cost to Employers to Participate

Preregistration is strongly recommended at
www.employflorida.com.

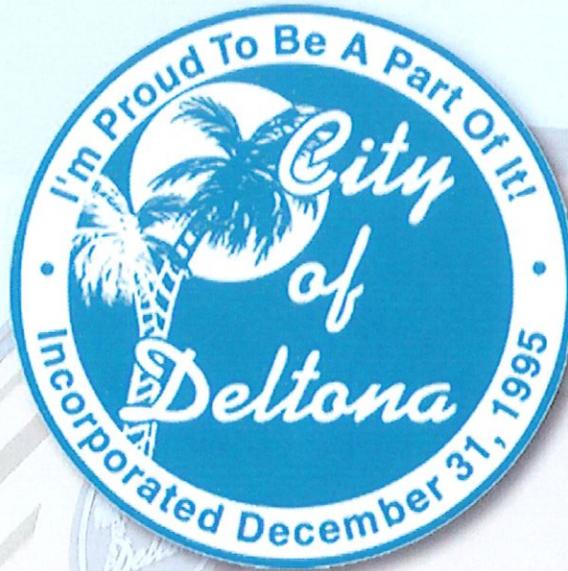
Call (386)323-7079 for registration assistance.

No children please



Deltona Job Fair

Sponsored by:



The City of Deltona

in partnership with:



center for business excellence

Friday March 15th 2013

City of Deltona Commission Chambers

The Job Fair Begins: 9:00am and

Lasts Until 2:00pm

Pre-registration is strongly recommended

at www.employflorida.com

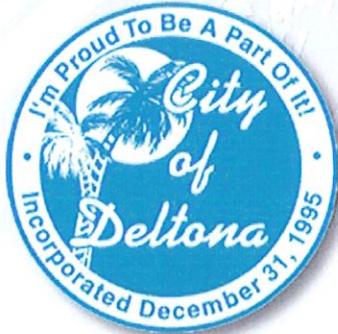
*****NO COST TO ATTEND*****

Deltona's Regional Job Fair

Volusia County's Largest Population Center,
Home to a Workforce of More Than 46,000 People*

Hosted by the City of Deltona

Sponsored by:



*City of
Deltona*

In partnership with:



*Center for Business
Excellence*

Friday March 15, 2013

Deltona Commission Chambers

2345 Providence Boulevard

9:00am - 2:00pm

****NO COST TO EMPLOYERS****

Contact: businessservices@cbe-fvc.org

Reserve Your Booth Space by March 7th!

*Volusia County Department of Economic Development Figures for 3rd Quarter 2011

BASED ON:

“BUSINESS DEVELOPMENT ADMINISTRATOR GOALS, FUNCTIONS AND OUTCOMES”

BUILD ECONOMIC DEVELOPMENT RELATIONSHIPS

I. Economic Development Teambuilding, Internally: The ‘Event Team’

- A. The Event Team was established to support “City Celebrations” such as ribbon cuttings, ground breakings, and dedications. These events bring positive media recognition (earned media credit) to the City and build local business recognition for the City of Deltona.
- B. Organized and supported a business symposium such as the Deltona Business Forum.
 1. Holding more than one business symposium annually becomes problematic if resources are also devoted to other major projects, such as the Deltona Job Fair (03/16.2012). If the Office of Economic Development is engaged in a Deltona Job Fair project, then business symposiums need to be restricted to once annually.
 2. The 2012 Deltona Business Forum III was held in on June 21, 2012.
- C. Participated in Commissioner (now Vice Mayor) Denizac’s “Town Hall” Meeting, discussing economic development in the City of Deltona.

II. Economic Development Teambuilding, Internally: Developed Relationships within Deltona City Departments

- A. Work with each Department to build recognition of the importance of economic development to the City. This work continued in 2012 with positive results from all departments.
- B. Amend Deltona’s image to ‘business-friendly’ by supporting local businesses, business growth activity, positive media coverage, and positive public feedback.
 1. Planning & Development:
Involve the OED in all initial inquiries regarding potential commercial development.
 2. Finance/Permitting:
-Notify Office of Economic Development (OED) of all Commercial Applications received
-Work with Fire Inspection and Building Inspection toward a “business friendly atmosphere”.
 3. Working with P&D and Permitting, Deltona gained an “Open for Business” designation, which is a recognized 3rd-party certification.

III. Economic Development Teambuilding, Externally: Built Relationships with Economic Development Counterparts (examples...)

- | | | | |
|--------------------|----------------------------|--------------------|------------------|
| A. Debary— | Rebecca Hammond | G. Ormond Beach — | Joe Mannarino |
| B. Deland— | Bob Turk | H. New Smyrna — | Tony Otte |
| C. Orange City— | Alison Stettner | I. Edgewater — | Janet Shira |
| D. Sanford — | Nick McRae | J. Port Orange — | Donna Steinebach |
| E. Tavares — | Bill Neron | K. South Daytona — | Patty Rippey |
| F. Daytona Beach — | Emory Counts & Reed Berger | | |

IV. Economic Development Teambuilding, Externally: *Built Relationships with Cities and Counties Regionally*

- A. Obtained membership and attendance in the following organizations:
 - 1. Audubon Society;
 - 2. Florida Redevelopment Association;
 - 3. Florida Brownfields Association (also sit on the FBA Legislative Committee);
 - 4. Florida Economic Gardening Network;
 - 5. Florida Planning and Zoning Association;
 - 6. International Conference of Shopping Centers;
 - 7. International Economic Development Council;
 - 8. National Association of Environmental Professionals (Brownfields);
 - 9. National Business Incubator Association;
 - 10. Volusia Community Redevelopment Area (CRA) Practitioner Council;
 - 11. Volusia County School District
 - a. Career Connection Cadre (bringing career education to the public schools);
 - b. School Advisory Committee, Deltona Middle School (governmental representative);
- B. Maintained membership and attended the Team Volusia Practitioner Council meetings.
- D. Obtained membership and attended 'myRegion.com' 'Open for Business', 'Access to Capital' meetings and workshop projects and gained "Open for Business" certification for the City of Deltona. This recognized 3rd-party certification is essential for business solicitations.

V. Economic Development Teambuilding, Externally: *Worked with Local and Regional Chambers of Commerce*

- A. Local:
 - 1. Deland Area Chamber
 - 2. Volusia Hispanic Chamber
 - 3. West Volusia Regional ChamberDeveloped and maintained relationships to benefit the City of Deltona through job and business retention projects, both competitive and non-competitive.
- B. Regional:
 - 1. Metro Orlando Chamber
 - 2. Daytona Area Chamber
 - 3. Sanford Area ChamberDeveloped and maintained relationships to benefit the City of Deltona through regional access to prospective businesses and ideas.

VI. Economic Development Teambuilding, Externally:

- A. Attended seminars and meetings to establish dialogue with Florida State Officials
 - 1. Enterprise Florida
 - 2. Florida Department of Environmental Protection, Central District Brownfields

VII. Economic Development Teambuilding, Externally: Worked to build a Positive Relationship with Local and Regional Media Organizations to Assist in Promoting the City of Deltona in as Favorable an Economic Light as Possible (Earned Media).

A. Relationships:

1. Daytona Beach News-Journal
2. Orlando Sentinel
3. The DeLand Beacon

B. Earned Media: 'Paid Media' is paid positive advertising, purchased to enhance or promote an idea or product.

'Earned Media' is non-paid, earned positive advertising, which enhances or promotes an idea or product. The OED earned spots in voice, televised, and printed media sources.

VIII. Personal Development: Continuing Education in Field of Use and Expertise

A. Completed the International Economic Development Council's course in basic economic development.

B. Attended and participated in multiple webinars, seminars, and teleconferences dealing with various forms and issues of economic development.

DETERMINE FOUR BUSINESS DESIGNATIONS, EXPAND JOBS AND MEET NEEDS OF CITIZENS

Utilize the Deltona Economic Development Advisory Board (a volunteer citizen board)

The Deltona Economic Development Advisory Board and Sub-committees perform research toward Commission assignments.

I. Educational

1. Bethune-Cookman University has announced that the university will be opening a branch campus in Deltona. Several sites were shown and realtor introductions were done. Negotiations on the location of the campus are on-going. B-CU states that it plans to begin holding classes in mid-year 2013.

2. An application has been submitted to Webster University toward a campus to be located in Deltona.

II. Medical

Medical facility solicitations have provided medical expansion in 2012 and set the groundwork for continued medical expansion in 2013.

III. Commerce Park

Based on DEDAB Sub-committee study and recommendation to City Commission, this Sub-committee's task was put in abeyance for 18 months (based on August 6 Commission Meeting and September 10 Commission Workshop).

IV. Micro-incubator

This research task was assigned by the City Commission in 2012, after the SunRail task was determined complete. A potential three to four unit micro-incubator is located at the Storaway Self Storage, 2969 Howland Boulevard. This is a 1200 square foot facility with a reception area, meeting room, kitchenette, restroom, and three-four offices. Meetings have been held between owner's representative, owner's developer, and City staff (Planning & Development/Building Official/Fire). Owner is moving ahead with plans to redevelop as an executive suite complex. The task is on-going.

V. Lakeshore Eco-Economic

This research task was assigned by the City Commission in late 2012. The task is on-going.

INCENTIVES

I. Current City of Deltona Incentives

A. In March, 2012, a moratorium on Fire and Police Impact Fees on commercial development was recommended and passed by the City Commission.

II. Reviewed City of Deltona Incentives

A. Brownfields—On September 6, a public hearing was held at 1200 Deltona Boulevard to discuss and answer questions regarding the 37 (+/-) acre Brownfield. At that meeting, the Brownfield was designated as the *“Deltona Boulevard Economic Development Zone”*. On September 17, during a Regular Commission Meeting, the resolution approving and accepting the designation of the *“Deltona Boulevard Economic Development Zone”*.

B. A workshop on *“Economic Development Visioning”* was held on July 9. A secondary workshop for definition was held on October 25.

III. City of Deltona Incentives

A City of Deltona incentives page was prepared and is currently being utilized. This list includes the Commission reservation of funds for (1) \$1 million for economic incentives and (2) \$1 million for economic infrastructure incentives.

INVENTORY

I. Developed a *“Working Inventory”* of Existing and Available Commercial Locations within the City

A. This inventory includes undeveloped commercial land, undeveloped land that might be rezoned commercial, vacant and available retail storefronts, and vacant and available buildings.

B. This inventory was developed via relationships and contacts with property owners and area Realtors.

C. This is an ongoing project that will never see finalization because properties that are vacant or undeveloped will be occupied and built upon and occupied properties may become vacant and available.

II. Commercial Clusters

A. When soliciting specific business types, commercial cluster solicitations are utilized with a City of Deltona overview (a specific ‘1-3-5 mile demographic map’). Specific vacant/available or undeveloped sites have been included. The primary delivery medium for these solicitations is via e-mail correspondence.

BUSINESS DEVELOPMENT: ‘ECONOMIC GARDENING’

“GROW YOUR OWN, LOCALLY”

On December 4, 2012, the City of Deltona dedicated the City of Deltona Business Assistance Center, a teaching facility to assist local small businesses. Businesses will be able to benefit from professional and business classes taught by the Small Business Association, the Small Business Development Center, the SCORE, chambers, and private instructors.

Job Loss & Creation

I. Job Loss

There were closings in 2012 that had a negative impact on Deltona:

A. E&E Sports Bar and Grill	4 jobs
B. Dogs & Wings	3 jobs
C. Centeno Automotive	5 jobs
D. The Casita Shop	2 jobs
E. Deltona Community Café	1 job
F. El Pilon Restaurant	9 jobs
G. Pablo's Grill	5 jobs
<u>Total Recorded Job Loss</u>	<u>29 jobs</u>

II. Job Gain

A. E&E Sports Bar and Grill	4 jobs
B. The Casita Shop	2 jobs
C. Designer Nails	3 jobs
D. MDS Disability Advocates	3 jobs
E. Cash for Gold	15 jobs
F. Club Lava	3 jobs
G. Salon Aires	4 jobs
H. J&M Jewelry	1 job
I. Deltona Community Café	1 job
J. LaVina Nails	4 jobs
K. Tuberosa Family Dental	6 jobs
L. Goddess Rising Fitness	4 jobs
M. Silva Top Accounting	2 jobs
N. Save-A-Lot	26 jobs
O. Dollar Tree	22 jobs
P. Joyful Hearts Academy	7 jobs
Q. Flooring & Beyond	4 jobs
R. Academy for Career Training	15 jobs
S. Delicias Del Mar	8 jobs
T. Cocky Rooster Café	9 jobs
U. SS&Si	7 jobs
V. Tee Shirt World	4 jobs
W. E-Post LLC	2 jobs
X. United Blade Entertainment	1 job
Y. Dr. Annabelle Torres	5 jobs
Z. Duvall Home Resale	2 jobs
AA. Expert Car Care	7 jobs
BB. Today Insurance	2 jobs
CC. Scorpio's Pizza	25 jobs
<u>Total Recorded Job Gain</u>	<u>198 jobs</u>

TOTAL NET JOB GAIN OR LOSS: 198-29= **169** NET JOB GAIN IN 2012

Volusia County Department of Economic Development shows a 4th Quarter 2011 to 4th Quarter 2012 decline in unemployment within Deltona of 2.1%: Q42011 at 10.7% and 4Q2012 at 8.6%. Deltona is still above the Volusia County Average and Volusia County is still above the State of Florida Average, but it does show definite improvement. See attached sheet from VC-DOED, labeled 'Labor Force'.

2013 PROJECTIONS

The 2012 objective was current retail in-fill and redevelopment of existing retail space which led to job creation. While new development was a work-in-progress, it was determined that new development would be hindered by excessive vacant retail space within the City of Deltona. As can be noted, the majority of jobs and business openings were the result of redevelopment and retail in-fill.

In 2013 the City of Deltona is currently in either the construction phase or the preparation for construction on a number of facilities (5 projected). While in-fill and redevelopment will always be a part of Deltona’s economic development, Deltona is seeing additional new construction projects. Job creation and ad valorem revenue increases are the goals for these projected developments. Some are in the planning stages and may never happen. However, these are the projected developments as we start into 2012 based on the foundation set in place in 2011.

<u>Project-Location</u>	<u>Type Development</u>	<u>Job Projections</u>
RaceTrac-Howland	New Const.	30 jobs
Dollar General-Howland	New Const.	10 jobs
Dollar General-Deltona Blvd.	New const.	10 jobs
McDonalds-Howland	New Const.	60 jobs
Dunkin Brands	New Const.	25 jobs

Total Projected Job Gain* 155 jobs

* NOTE-The above businesses and job computation figures are, at best, estimates. All the projects are real and are either under construction or awaiting construction starts. The above figures are based on knowledge to date (12/2012), gathered from conversations with the project developers and/or owners.

2013 BUSINESS PLAN

“Jobs and Ad Valorem Taxes”

OBJECTIVES:	<u>Short Term-</u>	Create jobs within the City for the benefit of workers
	<u>Long Term-</u>	Create Jobs within the City to build a local worker population to assist in attracting aligned and non-aligned businesses to the City

For the purpose of this report, jobs will be classified fir two areas, being:

- 1)- *‘FILLER JOBS’*
- 2)- *‘TARGETED INDUSTRY JOBS’*

‘FILLER JOBS’: The City has an unemployment rate above the remainder of Volusia County, and Volusia County has one of the higher unemployment rates in the State of Florida. Jobs are needed. While high wages, clean-tech industrial jobs are preferred, jobs are needed. Jobs that will assist our residents in being able to make the mortgage/rent payment, pay the power bill, keep the water flowing, and put food on the table. These jobs put gas in the tank and some basic healthcare. Until we can provide jobs that provide these basic necessities we cannot afford the luxury of considering only “high wage, high tech jobs” To date, the primary industry selected, because of the demographics and education of the City’s workforce, has been call centers.

‘TARGETED INDUSTRY JOBS’: These are the “high wage, high tech jobs”. These are jobs that require additional and more specialized training and provide additional benefits, financial and ancillary, to the workers. For the last 24 months the City has invested time and treasure in expanding medical and healthcare facilities within the City. It is an accepted fact that Deltona is tremendously underserved by medical facilities within the City. Educational institutions, within and soon to be located within the City, have been approached and agreed to expand training for this industry.

OBSTACLES: *‘FILLER JOBS’*- The lack of suitable buildings and lack of infrastructure in City commercial zoned areas. There are few (to none) suitable existing buildings where the costs incurred to renovate would not be prohibitive. The City is seriously considering a Community Redevelopment Area to assist in the development of City infrastructure in commercially zoned areas. The City expects to present the City’s CRA plan to Volusia County in 2013.

‘TARGETED INDUSTRY JOBS’- The uncertainty of Federal and State programs has driven medical providers to either ascertain their expansion and relocation plans, or to postpone these plans until these issues are resolved.

PROSPECTIVE: *'FILLER JOBS'*- Explore all existing facilities within the City; ascertain (with owner assistance) the estimated cost to renovate the properties, determine a best estimate on accessing high-tech communications (fiber optics), and any other item critical issues related to the structures and the industry. Continue working with the current *'Project Dial'* opportunity, but also begin, assisted by Team Volusia, in an active recruitment campaign for other opportunities in that industry.

'TARGETED INDUSTRY JOBS'-Continue current working with the following projects...

1. Project Scalpel,
2. Project Lancet,
3. Project Suture,
4. Florida Health Care

All projects are under confidentiality statements except Florida Health Care

Continue solicitations of doctor practices, medical facilities (large and small), and educational capabilities aligned with the healthcare industry.

ADDITIONAL: The call center and healthcare industries are not to be considered as the 'end all' solutions to jobs and ad valorem taxes for the City. Additional businesses will continue to be solicited, utilizing assets such as Team Volusia, the Volusia County Department of Economic Development, Enterprise Florida, the Florida Department of Economic Opportunity, and others.

Labor force Deltona-Daytona Beach-Ormond Beach MSA and selected Volusia County cities



Deltona

4th quarter 2012

	Oct.	Nov.	Dec.	average
labor force	46,584	46,098	45,837	46,173
employment	42,499	42,136	41,940	42,192
unemployment	4,085	3,962	3,897	3,981
% unemployed	8.8	8.6	8.5	8.6

Ormond Beach

4th quarter 2012

	Oct.	Nov.	Dec.	average
labor force	19,510	19,448	19,287	19,415
employment	18,192	18,036	17,952	18,060
unemployment	1,318	1,412	1,335	1,355
% unemployed	6.8	7.3	6.9	7.0

Port Orange

4th quarter 2012

	Oct.	Nov.	Dec.	average
labor force	30,185	29,902	29,733	29,940
employment	28,135	27,894	27,765	27,931
unemployment	2,050	2,008	1,968	2,009
% unemployed	6.8	6.7	6.6	6.7

4th quarter 2011

	Oct.	Nov.	Dec.	average
labor force	47,154	46,586	46,564	46,768
employment	42,072	41,587	41,697	41,785
unemployment	5,082	4,999	4,867	4,983
% unemployed	10.8	10.7	10.5	10.7

4th quarter 2011

	Oct.	Nov.	Dec.	average
labor force	19,776	19,491	19,512	19,593
employment	18,009	17,801	17,848	17,886
unemployment	1,767	1,690	1,664	1,707
% unemployed	8.9	8.7	8.5	8.7

4th quarter 2011

	Oct.	Nov.	Dec.	average
labor force	30,288	30,011	29,987	30,095
employment	27,852	27,531	27,603	27,662
unemployment	2,436	2,480	2,384	2,433
% unemployed	8.0	8.3	8.0	8.1

Note: Numbers based on an individual's place of residence (not where they are employed).

Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics Program.



Volusia County Economic Development—Update, February 8, 2013

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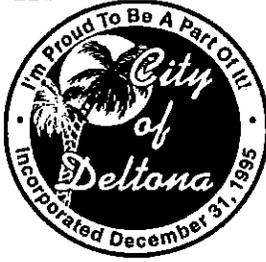


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CITY OF DELTONA

CITY MANAGER'S OFFICE

To: Deltona City Commission
From: Faith G. Miller, City Manager
Subject: Weekly Courtesy Report
Date: February 1, 2013

CITY MANAGER'S OFFICE thru 02/01/2013

Communication (Lee Lopez, Public Information Officer):

- Created a poster/flyer for Teen Game Night and posted information about the event on DeltonaTV.
- Held a training session/webinar on the App Order software for key users in Enforcement Services and Public Works. The myDeltona smart phone reporting app is now available on the Android platform.
- Working with Apple to obtain an iOS Developer License for myDeltona to be available on iTunes.
- Posted information on the Access West Volusia event on Facebook, Twitter and DeltonaTV.
- Posted information about the February 7th City-sponsored blood drive on Facebook, Twitter and DeltonaTV, sent flyers to all City facilities, and sent out a press release.
- Attended the Annual Symposium for the Florida Association of Public Information Officers.
- Attended the County Council meeting on Jan. 24th for their CRA discussion.
- Responded to multiple "tweets" about the Philadelphia Union.
- Continuing work on the 2012 Annual Report.
- Updated DeltonaTV Schedule and programming for the week of February 3rd.
- Created poster and flyer for the 2013 Deltona Job Fair.
- Working on the February issue of the Pride.
- Created preliminary design for advertising on City bus benches.
- Working with the office of Rep. Santiago, to schedule the official ribbon-cutting ceremony for his new office in Deltona.
- Recorded the January 28th Commission Workshop on the Water Rate Study for later broadcast, and created a slide for broadcast, on Deltona TV.
- Created new City Job Vacancy slide for broadcast on DeltonaTV.
- Updated City welcome signs.
- Created event flyer for the Volusia Hispanic Chamber business seminar to be held in the Business Assistance Center at City Hall.
- Created production schedule & notes for an upcoming videotaping session with Congressman John Mica, Mayor Masiarczyk and State Rep. David Santiago, on February 8th.
- Contacted Triangle Reprographics for information regarding new portable backdrops.
- Attended the first of ten "Accredited in Public Relations" Tutorial Seminars.

Press Release/s:

- City-sponsored Blood Drive February 7th.

Media Relations:

- Provided information regarding the City's Texting Policy to *Amanda Evans/Central Florida News 13*.
- Provided information regarding the Philadelphia Union in Deltona and the "Think Before You Throw" project to *Erika Webb/Hometown News*.

- Provided information regarding how the Public Information Office operates with the interview request/approval process, to Mark Harper/Daytona Beach News-Journal.

Business Development (Jerry Mayes, Economic Development Manager):

- Met with Bill Hankins of Retail Strategies, LLC. This company does detailed research into retail markets and works with cities to advertise and solicit businesses. Bill will follow up in two years to see how much additional growth has occurred in the Activity Center.
- Attended two days of the International Economic Development Council’s Leadership Conference in Orlando. Gained ideas for use in marketing the Deltona experience to companies that are being solicited. Also, excellent details and contacts for a more robust “Grow Your Own: LOCALLY” campaign.
- Attended the Team Volusia Annual Meeting in Daytona and conversed with several economic development practitioners.
- Participated in the Florida Brownfield Association’s Outreach Committee teleconference call regarding education for Brownfields practitioners.
- Attended a meeting of the Volusia CRA Practitioners Council, in preparation for the Volusia County workshop on CRAs.
- Met with Chuck Rudis of Coldwell Banker A-1 to review Bethune-Cookman University presentation at the main campus in Daytona Beach.
- Attended the Bethune-Cookman University meeting with the B-CU Chief Financial Officer and other university staff members regarding site location in Deltona. B-CU expressed a unified front on coming to Deltona. The site and the decision regarding facility acquisition were the main items of discussion.
- Met with the “Run for Your Heart 5K” event team to continue working out issues and preparation for the run.
- Continued working on the upcoming Commission Workshop on “incentives”, a dual presentation by the Deltona OED and Team Volusia.

BUILDING & ENFORCEMENT SERVICES (Dale Baker, Director) thru 01/25/2013

Building Services Division:

Building Permits issued for the week.....	42
Valuation of work permitted for the week.....	\$1,101,238
Inspections completed for the week	161
Total Permits issued for Fiscal Year 12/13	876
Valuation of work permitted for the year 12/13	\$12,391,292
Permits Issued:	
A/C Change Out	4
Building Commercial	1
Building Residential.....	1
Demolition	1
Door Replacement	2
Driveway.....	1
Electrical	1
Fence.....	8
Fire Alarm.....	1
Garage/Carport.....	1
Gas Installation	1
Interior Repair.....	1
Patio Cover	1

- Working on Statistical and Introduction Sections of Comprehensive Annual Financial Report.
- Issuing year end W-2 forms.
- Attending meeting with City Finance Directors in Volusia County, to discuss the distribution of Local Option Gas Taxes.

FIRE/RESCUE DEPARTMENT (Fire Chief Robert Staples) thru 01/29/2013

Chief Staples:

- Attending a course in Executive Development at the National Fire Academy as part of the Executive Fire Officer Program. This is the first class in a 4-class, 4-year program designed to develop Fire Chiefs and other executive Fire Officers in leading today's Fire Service.

Deputy Chief Rogers:

- Alarm summary 1/22/2013 to 1/28/2013

Structure fire	2
Vehicle Fire	1
Wild land, grass, trash	1
Misc. Fire	3
ALS Medicals	53
BLS & Misc. Medicals	85
Hazardous Condition	3
Service Calls	10
Good Intent	12
<u>False Alarms</u>	<u>4</u>
TOTAL	174

- Apparatus Update:

E61 FD-1233	In Service at Station 61.
E62 FD-0655	Out of Service at Fleet due to preventive maintenance and pump test.
E63 FD-1021	In Service at Station 63.
E64 FD-0654	In Service at Station 64.
E65 FD-0900	In Service at Station 65.
Resv A FD-9925	In Service at Station 62.
Resv C FD-0214	In Service at Fleet.
Ladder FD-0300	Out of Service at Fleet due to ladder hydraulics.
R61 FD-0910	In Service at Station 61.
R62 FD-0754	In Service at Station 62.
Brush 61, 63, 64	In Service.
Brush 62	Out of Service at Fleet due to fire pump problems.

Assistant Chief Debose:

- Met with mentee at Discovery Elementary School.
- Cleared a Firefighter to be a relief driver.
- Attended Fire Rescue East Conference.

HUMAN RESOURCES DEPARTMENT (Thomas Acquaro, Director) thru 01/30/2013

- Performance Evaluations processed: 4
- Deltona JOBS Program Folders
 - 2nd Floor lobby – (10) added
 - Total # of Deltona JOBS Program folders taken – (1,390)
- Applications received:
 - (02) Water Operator
 - (01) Utility Systems Tech
- Met with several Department Directors regarding personnel issues and coordination of personnel actions.
- Processed (1) FMLA action.
- Processed (1) ICMA-RC loan.
- Corrected Munis errors in preparation for upgrade.
- Scheduling interviews & questionnaires for Stormwater Tech position.
- Preparing for Job Fair 2013; met with the City's project team and with the Center for Business Excellence (CBE).
- Coordinated with Wells Fargo to conduct information session at City Hall on January 30th.
- Coordinating "HR on the Road" for February at Fire Department.
- Coordinating dates for formal Customer Service Training.
- Participated in Health Care Reform webinar.

PARKS AND RECREATION DEPARTMENT (Steve Moore, Director) thru 01/26/2013

Administration:

- Attended Job Fair 2013 preliminary planning meeting.
- Attended 5K meeting for the 5K run on February 16, 2013.
- Met with Vice President and President of the Deltona Youth Soccer Club to discuss upcoming events.
- Met with Wiginton Fire Services to perform fire inspections of our park facilities.
- Met with Gerald Chancellor to discuss re-routing the sidewalk at Dupont Lakes Softball Complex.
- Processed 6 permits for pavilion and field rentals.

Facility Use Permits (01/20/13—01/26/13):

• Deltona Community Center	4 permits issued	Weekly attendance – 814
• Harris M. Saxon Community Center	no permits issued	Weekly attendance – 250
• Wes Crile Park	2 permits issued	Weekly attendance – 1,668
• Skate Park	10 new passes	Weekly attendance – 661

Special Events/Programs:

- Harris M. Saxon Community Center: Boys and Girls Club after school program continues.

City Leagues Currently Underway:

- Men's Polar Bear League has begun.
- Senior spring league begins in March.

Partner Leagues Currently Underway:

- West Volusia Youth Baseball spring season begins in February.
- Deltona Little League spring season begins in February.

- Deltona Youth Soccer spring season begins in February.
- Florida Basketball & Volleyball Association (FBVA) winter season has started.

Parks Maintenance:

Weekly tasks include opening all the parks in the a.m., cleaning restrooms at parks and facilities, picking up and emptying trash at all parks and facilities; picking up trash around all pavilions; taking goods to storage, including seasonal items; cleaning the depot trailer, barn and yard; cleaning pavilion areas (ceilings, tables, grilles, etc.); cleaning playgrounds and sidewalks, taking vehicles to Fleet for maintenance, replacing damaged paper towel and toilet paper dispensers.

- Mowed, edged and weed-whacked: Open field in front of Festival Park.
- Dewey Boster – Refurbished damaged picnic tables.
- Festival Park – Pressure washed pavilion.
- Firefighters Memorial Park – Re-mulched fall zone areas in playground area.
- Lake Gleason – Repaired hose bib and completed restroom renovation due to vandalism.
- Thornby Park – Placed and secured two (2) refurbished picnic tables.
- Timber Ridge – Removed and replaced damaged door frame.
- Miscellaneous: Cleaned up Parks Depot yard and refurbished picnic tables.

City Hall, Fire Station, Sheriff's Department and 1691 Providence (Sheriff) Building Maintenance:

Weekly janitorial service includes cleaning the Fire Station and inspecting Sheriff's building; opening and closing City Hall; vacuuming the chambers and other areas; emptying trash and recycled bins from DSC classrooms and all City departments; setting up Commission Chambers for various meetings and resetting afterwards; checking temperature throughout the building; replacing flags, replenishing restroom supplies throughout the entire building; replacing soap dispensers; cleaning all restrooms (floors, toilets, sinks, etc.); unclogging various toilets in restrooms on both floors; unclogging water fountains; replacing light bulbs throughout the building, courtyard and walkway; replacing restroom fresheners and batteries; moving or assembling furniture for various departments; hanging pictures/notice boards (as requested) throughout City Hall; cleaning several refrigerators; spraying and pulling weeds from various areas, trimming bushes and trees, watering sod and new shrubbery; walking the grounds and picking up trash; emptying all trash receptacles outside; sweeping and washing sidewalk and stairwells; cleaning front of building, retrieving supplies from storage at various times, polishing the elevator; delivering packages and heavy boxes to departments, repairing damaged paper towel and toilet paper dispensers.

Sports Turf Maintenance:

- Normal routine maintenance at: Dewey Boster Sports Complex Baseball and Pony League Fields, Vann Park, Dupont Lakes, Wes Crile Park.
- Mowed Campbell, DuPont Lakes, Vann Park and Wes Crile Parks.
- Raked and lined fields at Dupont every day.
- Repaired irrigation at Campbell, Dupont Lakes and Wes Crile Park.
- Continued to add clay to field at Vann Park.

Sports Complex:

- Mowed fields and Pony League.
- Fertilized Sports Complex and sprayed overflow parking.
- Lined fields and set up goals for use by Philadelphia Union.
- Mowed retention areas.

PLANNING & DEVELOPMENT SERVICES (Chris Bowley, Director) thru 01/30/2013

Executive Summary:

The Planning and Development Services Department attended meetings concerning the establishment of our first Community Redevelopment Area (CRA). Historically, City residents have been a tax-base-contributor to the Volusia County General Fund that has allocated dollars to the existing 15 CRAs within communities Countywide. The Finding of Declarations and Necessity for the City's proposed CRA followed State statutes in its creation, and determined that blight conditions exist within the proposed CRA Boundary as defined by the State. This is logical, given the fact that infrastructure within some parts of the CRA Boundary are reaching 50 years old and are in desperate need of upgrades.

The meetings being attended are scheduled by Volusia County to achieve the following:

1. Educate the new County Council on CRAs and what they mean to the County.
2. Solicit a vote from the County Council to determine a unified position on CRAs.
3. Address the County Council's position on the existing 15 CRAs, their sunset periods, and whether to amend the County's Delegation of Authority to alter their contribution to those CRAs, per County Resolution No. 19-2010.
4. Address the County Council's position on the establishment of any new CRAs, per County Resolution No. 20-2010, such as those being proposed by Deltona, Orange City, and Edgewater.

The City will likely base their actions on the outcome from these meetings and discussions.

Planning:

The Planning Section reviewed plan sets to approve development for the La Petite Academy to expand their parking facilities, and the City's Eastern Wastewater Treatment Plant for a rezoning to an Industrial Planned Unit Development (IPUD) and Final Site Plan.

The section also is bringing a draft of Chapter 86 of the City's Code of Ordinances to the City Manager for her review, as a parallel effort to the amendments to the Land Development Code (Phase II Cycle of Amendments). Finally, the section has produced a package for a fourth Impact Fee Moratorium to be brought to the Commission prior to the deadline of the third Impact Fee Moratorium which will expire in March of this year.

Housing & Community Development:

The Housing and Community Development Section determined that the bids for upgrades and repairs to the 1450 Tune home and 572 Galloway home were minimal and necessary to increase curb appeal. The changes to the 1450 Tune home also add a missing sidewalk link that increases pedestrian connectivity and safety, without being a burden on the City's General Fund or seeking XU Fund or ECHO grants through the Volusia Transportation Planning Organization (TPO) to achieve this goal. The proposed improvements to the Galloway home are for landscaping and this home represents a success story: a blighted house which was a negative on the block has become a really nice starter home for an individual or family needing assistance for permanent housing.

Staff also wrote the Emergency Solutions Grant application, in cooperation with the Grants Coordinator, which is designed to prevent homelessness and provide relief. The City is working in partnership with the Volusia/Flagler Coalition for the Homeless to help alleviate homelessness and provide more stable housing for families, particularly those with children.

PUBLIC WORKS (Glenn Whitcomb, Director) thru 01/25/2013

Traffic Operations:

Weekly tasks include monitoring crews and downloading and evaluating traffic survey information.

- **Signs:**
 - Completed 10 sign repair work tickets in the City.
 - Fabricated 3 new street name signs.
 - Installed 28 new street name signs.
 - Fabricated (3) “Under Video Surveillance” signs for Deltona Water.
- **Asphalt:**
 - Completed 8 asphalt repair work tickets – 2 tons.

Field Operations:

Weekly tasks include evaluating work orders called in by residents.

- **Beautification:**
 - Medians:
 - Howland Blvd – routine maintenance.
 - Elkcam Blvd – routine maintenance.
 - Publix Works Depot – routine maintenance.
- **Concrete:**
 - Sidewalk Repairs – 2220 & 2228 Danforth Dr – 15’x 4’
- **Clam Truck:**
 - Debris – 5
 - Trimming – 3
- **Slope mowing:** Snook Dr – 250’; 1835 Kingway Dr – 120’; 1844 Kingway Dr – 150’; Windsor Heights St – 405’; Juliet Dr – 640’; 2748 Sweet Springs St – 160’; Glenridge Ter – 105’; Covington Dr – 800’; Austin Av – 480’; Belkton Ct – 120’; Cottondale Dr – 400’; Brighton Av – 80’; Corrigan Dr – 520’; Gramercy Dr – 1160’.
- **Drop Offs:**
 - Installed fill dirt – S Glancy – 75’; Gainsboro – 30’; Elkcam & Howland – 1105’; Elkcam & Sylvia – 140’.
 - Installed 2 pallets of sod – Catalin & Leonard.
 - Installed ½ pallet of sod – 3146 Overdale St.
- **Miscellaneous:**
 - Constructed 2 information stands for Audobon Park.
 - Met with several residents regarding new sidewalk construction.
 - Whitehouse Masonry completed new sidewalk construction on Heathwood St.
 - Met with vendors regarding new fuel tanks at Public Works Depot.

Fleet Maintenance Division:

- | | | |
|------------------------------|--------|--------------|
| • Vehicles | PM – 2 | Repairs – 10 |
| • Equipment | PM – 1 | Repairs – 11 |
| • Fire Dept Station Checks | 4 | |
| • Road Calls | 3 | |
| • Parts Run/Vehicle Delivery | 2 | |
| • CDL Testing | 0 | |

Stormwater Division:

Weekly tasks include check and monitor all electric pump stations; respond to all safety concerns; talk to residents about their concerns; check and record lake levels; manage current CDBG projects; implement NPDES Inspection program.

• **Construction Crew:**

- 1870 Snook Dr – retrofitted one drainage structure to a ring and grate.
- Normandy extension pond – filled in washouts in the retention pond with dirt.
- Capital Projects:
 - 1235 Seybold Ter – installed 200’ of 15” HDPE pipe; built 2 boxes with ring and grate; completed reshaping the ditch; hauled of debris from job site.
 - 1557 Seahorse – formed up 2 driveways; formed up one spillway; poured back with concrete.
 - Abby Ter/Overton St – began prepping area for the project.

• **Right of Way Litter Crew:**

- 222.75 gallons of litter removed.
- Main road trash pickup – Elkcam; Montecito; Courtland; Laredo; Puerto Rico; Newmark; India; Humphrey; Tivoli; Haulover; Captain; Catalina; Deltona Blvd; Cloverleaf; Anderson; Ft Smith.

• **Miscellaneous:**

- City Wide – watered newly laid sod at 657 Hartley; 936 Utica; Montcalm/Swiss; 1302 Star Ct; Gallagher pond; Alley 1174.
- Summit Hill Dr – reinstalled stop sign at Eustace that was pulled out of the ground.
- Norwood pump station – laid 2 pallets of sod where storm pipe was extended into pond.
- 201 Howland Blvd – did maintenance on all the zero turn mowers to prepare for the mowing season.

UTILITIES (Glenn Whitcomb, Director) thru 01/27/2013

Customer Service

January 2013	Total week ending 1/27/13
DW – Lockbox	1754
Ebox	945
Call Center Calls	1192
Walk-ins/Drop Box	780
On-line Payments	849
IVR	408

Customers Disconnected for Non-Pay

January 2013	Total week ending 1/27/13
Total on Disconnect List	149
Off in error/DW error	
Off in error/Munis error	
Misapplied Payment	

Construction Log & Service Orders

January 2013	Total week ending 1/27/13
Water Service	
Meter Sets	5
Reclaim Meters	
Fire Hydrant Installs	
Fire Hydrant Replacement	
Fire Hydrant Repair	1
Replace Meter Box	16
Locates Received	61
Locates Completed	58
Main Leaks	
Service Leaks	4
Sewer Repairs	
Sewer Blockage	1
KV2 Valves	15
Service Replacements	7
Meter Change Outs	3
Service Orders	432
Disconnects	149
Drainfield Leaks	1
Meter Retirements	65