

Daytona Beach Community Vision Meeting

Daytona Beach Community College, Lemerand Center

May 5, 2007

Introduction

On May 5, 2007, 197 residents from the City of Daytona Beach participated in a Community Wide Visioning meeting. The meeting was facilitated by a Daytona Beach based consulting/facilitation firm, Performance Consulting, Inc. The meeting was organized by the Vision Steering Committee and was run under the auspices of the City of Daytona Beach.

Participants in the session represented a very broad range of backgrounds. All zones within the city were represented. Participants included housewives, single mothers, college students, middle aged and older residents, new residents, long term residents, developers, black residents, white and hispanic residents as well as handicapped people and attendees from government, and for-profit, and not-for-profit business sectors.

The meeting was called to order at 9:05AM by Ms. Edith Shelley, the Chair of the Daytona Beach Vision Steering Committee. Welcome and Opening comments were made by Glenn Ritchey, Mayor of Daytona Beach. Following their comments, the facilitators assumed leadership of the meeting and initiated the activities and community conversations that will be described below.

The following are activity descriptions and recorded notes from the group discussions and conversations held throughout the day. Participant comments have been transcribed as provided. No effort has been made to interpret written information. Where writing was illegible, (?) was used for the word in question.

Community Conversation #1 – “What should we Stop, Keep, Start doing as a community to create the Vision we want for Daytona Beach?”

This activity involved three separate conversations. Each conversation was preceded with a brief panel discussion provided by 6 volunteers from the Audience. The process was referred to as a “Kiva” Conversation. In the first conversation, the six volunteers were asked to discuss what they would like to see the community stop doing. In the second, a different six volunteers focused on what they would like to see the community keep doing. And in the third conversation another 6 volunteers were asked to discuss what they would like to see the community start doing. Following each of the six Kiva panel conversations, participants who were seated at tables of 6 throughout the room held their own small group discussions and recorded their ideas on “sticky” labels which they posted on chart pad paper at the front of the room. Following each round, participants changed tables in order to sit with different residents from the community to insure that people met with as many of their fellow residents as possible. Listed below are the comments made by all participants that were present at the time of the three rounds. Each “bullet point” represents an individual’s comments. All comments have been typed in the format presented and without any interpretation.

Question #1 - What should we as a community STOP DOING to create the vision we want for Daytona Beach?

- Stop licensing businesses that promote non-family values – especially on main drags such as US1 and any gateway roads
- Stop looking the other way and do something about drugs and prostitution
- Stop defining ourselves as a tourism town but become community
- Stop thinking of only “my” neighborhood and think of the community
Stop looking at only schools “your” children go to.
- Stop preventing industries to be a part of creating good paying jobs
- Need more tax revenue from special events
Stop looking the other way in how people take care of their property
Stop clear cutting for all new developments
Stop selling out to the highest bidder
- Businesses need to keep their money locally and do business with one another
We need to grow our economy and stop sending our dollars and talented people out of the city
- Stop concentrating beautification only in tourist areas and distribute more effectively in neighborhoods
- Stop ignoring our youth. Stop ignoring the fact that our youth have become hopeless about this city. There are no evening activities, events, geared to them. I hear from many youth “I can’t wait to get out of Daytona Beach.” Our youth are being locked up, arrested, for crimes I feel due to the fact that there is not enough things to do. That is available to all economical classes.
- 1. Ignoring laws that are already on the books, Enforce the laws.
2. Stop ignoring our neighborhoods.
- Stop buying or making plans and not implementing them.
- Stop lax permitting and code enforcement policies
- Stop destruction of natural areas by hotel development
Stop special interest control of the community
- Stop the division and con-communication for all residents
- Density and comp plan changes. Stop ruining the beach. Stop the bitching among residents and the city. Stop being apathetic. Stop the flight of younger citizens from Daytona.
- Stop selling ourselves short.
- Stop some incentives to business. Give incentives to some businesses that are.
- Stop being apathetic – get involve
- Quality of life – improve
- 1. Reducing power of citizen boards
2. Taking down houses
3. Creating unlimited PUDs
4. Giving TIF money to developers
5. Hiring consultants
6. Existing staff attending so many meetings
7. Reducing power of citizen boards
- No more new taxes
No building on the ocean over 7 stories

- No more negativity about our city
- Stop advertising Daytona as a retirement community and event community
- Stop reliance on special events
 - Stop dissolve CRA's
 - Stop government growth
- Stop falling into the race trap. We are all in this together. Take responsibility
- We should stop the divisive public dialog where we cynically place blame on city officials, developers or other groups rather than focusing on this issues at hand
- Thinking negatively of ourselves
 - Thinking of ourselves as 2 communities
- Need to bring in bigger business and development to make a nicer environment and push out drugs. Clean up area with more jobs and economic growth. Need business!
- Stop ignoring the fact that we don't have sufficient job opportunities
 - Stop thinking that bigger is better
 - Stop the drain of intellectual capital
- Stop relying on the State to take care of our disabled citizens
 - Stop ignoring that those with disabilities do not desire quality services & and our citizens of your community
- 1. Stop looking for short term gain instead of long term community benefit
 2. Stop rapid unplanned growth that is detrimental to neighborhoods
 3. Stop destroying historic structures without going through the procedures to attempt to preserve these structures.
 4. Stop relying on low paying jobs as the basis of the economy
 5. Stop the inequity of those taxes
 6. Stop the territorial divisions between neighboring communities
 7. Stop the negative outlook concerning what we are and what we can be
- Stop or minimize your special interest groups in the area
- Stop – blame game govt/developer; naysayers; race card
- Stop:
 - equating progress with development
 - Tourism only mindset
 - Ignoring protecting our environment
- Stop making short term – Ad hoc decisions in govt.
 - Stop making short term investments and ignoring long term value in business
 - Stop whining about problems!
- Stop underestimating the value of our assets (ocean, waterway, weather, etc.) and begin enhancing them and using them to improve our quality of life.
- Set up a permanent committee to oversee government spending!
- Stop knocking the older/existing people and structure down because they're not in our "new level". Keep the homely environment and town-type atmosphere. Start help and repair the existing. Let new money take care of the ol' money.
- Allowing landlords to drain properties of income without adding value to property
 - Stop dragging our feet and create vision that takes some immediate action
- Zero tolerance of drugs and prostitution.
 - Seize the cars
 - Detain the people

- Remove them from any public housing
 - Harrass them with police action
- Set up citizen watchdog committee re: funds> power use
Challenge apathy
- We should stop wasting money redoing something over and over.
We should utilize the comprehensive plan already in process.
Our Commissioners need to stop ignoring the people in their zone.
- STOP
 - Stop rent increases
 - Stop the decrease in the amount of affordable housing
 - Stop ignoring ADA standards for development
 - Stop high maintenance, non-native and water dependent landscaping
 - Elected officials ignoring wishes of citizens
 - Letting a small group of businesses or residents decide the direction of the community
 - Letting people outside the community decide the direction of the community
 - Pan-handling
 - Homelessness
 - Development of re-development that is not a good fit for the community
- No plan – Stop wasting money – no interim plans – Stop Commissioners who don't listen to the people – vote them out.
- Stop giving CRA \$ to private developers
- Stop;
 - City Hall staff combativeness
 - Destroying and giving up green space and trees
 - Disconnect between development and special events and special events and citizens.
 - Destroying historic buildings through neglect
 - Opposing economic development
 - Special events for tourists rather than citizens
- Stop operating without a well thought out plan which wastes money
- We need to stop overdevelopment and destruction of historic neighborhoods. Once gone...gone forever
- Stop making Daytona Beach unattractive to young people and major industries
- 1. Stop allowing children to dropout of school before or at the age of 16.
- 2. Stop tearing down housing projects and rebuilding new ones; when the city can remodel and build community centers and parks for children.
- 3. Stop creating low paying jobs.
- Stop "inbreeding" – Same folks with money run most community committees, decision processes, etc.
- -Defining the city as a tourist destination (DB history, aside from vaca, spring break, bike week)
 - Turning away commerce
 - increasing taxes
 - decay of property
- -Stop not allowing developers to build without contributing to the economy.
- -Stop racial relationships and divergent area problems
- -Stop drugs and prostitution

- Stop electing personal agenda gov. officials
- Stop being reliant on special events
- Stop selling out our city to developers and we need to hold them accountable by requesting them to put money into something the citizens want.
 - Get rid of the division in the city between race, zones whatever lets come together
- We must stop depending on special events, crack down on all crime and try to eliminate non-taxable institutions in our city.
- Too much diversity (*divisiveness?*) within the community: black/white – Beachside/Inland.
- Stop catering to developers who are coming into make money and disappear and not build reasonable priced developments.
- -Stop polluted run-off into our rivers, lakes, ocean
 - (Un)intentional overburdening of year round residents. Ghost town effect of nearly vacant high-rises: service upgrades for only occasn'l need (ex: fire dept, eqpmt for high rises, infrastructure upgrades); tie fees and complete prep before occupancy permits issued.
 - Stop prostitution and drug influences
- Stop diminishing ones potential:
 1. Waiving rules that govern community standards for the benefit of the few.
 2. Stop concentrating authority, CRA and City Comm. creates conflicts of interest.
 3. Stop ignoring community wide needs in key areas: parks, housing, cultural heritage needs for example.
 4. Stop Sunshine /open meeting law violations
 5. Stop limiting economic future to special events
 6. Stop allowing for the rise of permissive culture
- Stop permits for high rises
- -Stop the development of high rise housing on the mainland side of the river. Establish a height limit of 6 stories west of the river and east of I-95.
 - Stop giving away public land for private development.
- Stop:
 1. Raising property taxes
 2. turning away commerce
 3. shunning new residents
 4. allowing decay of property
 5. calling the same people for issues
- Race relations improve. Special events keep. Stop county beach operation. Manage density
- -(stop) aloofness of public officials and total declaration of their connections with other businesses.
 - Discouraging business locating here and target decent pay and environmentally
 - Stop ignoring blight and pull together not only those suffering but also have outside compassionate others assist if invited
- -As a community we should vote people in office who will work for the people of the city it serves and a lot serve their personal agendas and vendettas.
 - Stop catering to big builders/developers and holding them accountable.
 - Improve race relations
- Stop:
 - Catering to developers
 - Ugly-empty/vacant lots on ocean front
 - Damaging the environment

- Cutting down trees
 - City from spending our monies unwisely
- Stop charging business fees that prohibit growth and jobs.
- Stop spending like a drunken sailor when the city has \$ in the coffers
- Stop building huge tennis/golf and distribute the efforts throughout the city
- Stop killing animals at the shelter
- Stop looking at only your own neighborhood school and share efforts with others
- -Stop sitting back in community
 - Stop giving prop owners a pass & looking the other way
 - Stop building condo concrete and canyons
 - Stop the height on bldgs
 - Stop (?ing) at status quo
- -Stop selling our city and county short
 - Stop thinking that manufacturing jobs will come here. Manufacturing has become global. Manufacturing jobs in Florida are diminishing at 1% per year.
 - We are in the tourist business focus on tourism
- Stop allowing developers from determining the direction Daytona will take
- Stop the present bid award process which gives advantages to outsiders. Establish a percentage of awards for local developers.
- -Stop expanding size of city government. Focus on quality of staff.
 - Destroying ocean view. Tall buildings with more open space and public access.
- If you are seeing things happen that are negative don't be afraid to stand up – drugs, prostitution, illegal hiring instead of local workers, etc.
- -Stop dependency on special events
 - Stop dependency on development that creates mainly low-paying jobs
 - Stop development that destroys our historic buildings and heritage
- Stop expanding special events work on economic development
- -Stop increasing city budget
 - Pressure the county to take the tolls off beach. Bring back night driving. Brings business revitalization.
 - Stop adding density so we can begin discussion about rearranging the density we are obligated to now.
- Stop granting nonprofits over businesses in area. Non tax based development in DB.
- Stop acting as though Daytona is a poor cousin and needs help.
- -Stop being an armchair quarterback
 - Stop allowing people to move to outlying areas and not Daytona Beach
- -Stop bowing to developers
 - Stop incentives to builders
- Stop ignoring zoning restrictions EG. Zoning Board appears "toothless" Rental homes deteriorate and attract transients, Etc.
- Stop allowing people who don't live here to make decisions for people who do.
- Stop under utilizing assets
 - Beach
 - River
 - Natural landscapes
 - Embry Riddle

- Sports Teams
- -Stop assuming Growth is the answer
- Stop allowing developers to pursue their self interests to the detriment of the citizens
- Stop being selfish
- Stop crime
- I think we should stop excluding the average citizen from the decision making process.
- Stop:
 - Building so much subsidized housing midtown
 - Being the hub of non-taxed based development
 - Tearing down public buildings on the beach
 - Privatization of beach
- Stop disrespecting the residents and acknowledge their value and opinions – Stop dismissing their views
- -Stop stopping the visioning process
- ongoing citizen coalition
- Go back to the 2 year term on city government offices
- Stop:
 1. Relying on tourism – special events to fund the economy. These things should be a bonus.
 2. The division of Daytona – i.e. Beachside vs. mainland. We are one Daytona – let’s clean up and be more attractive from I-95 to the Atlantic Ocean.
- Stop:
 1. Building tall condos that aren’t selling
 2. dividing the community into zones instead of 1 city
 3. Feeding developers that don’t live here
 4. Tearing down historic buildings and houses
 5. Settling
 6. Image of tourist city
 7. The blame from what’s past
 8. tearing down our trees
 9. city officials ignoring us
- Stop:
 1. Thinking only of Daytona and not about the Halifax area
 2. Having such a small percent of homestead property
 3. Beautifying streets which decrease parking places for business
 4. Selling Daytona short (sell our colleges, beach, climate)
- Stop:
 - building above 7 stories
 - Using public lands for private developers
 - pollution
- -Stop blaming others for the past – Move forward to improve our image
- Stop settling for just anything.
- -Proactive vs. Reactive
- Prostitution and drugs – (byproducts of a poor economy)

- Stop the bad image
- Stop complaining and get involved
- Stop complaining about growth. Change is good. We have to share. We sell sunshine.
- 1. Stop Crime
- 2. Stop all the negative talk
- 3. Stop the personal attacks on individuals
- 4. Stop labeling every developer as bad
- Stop missing the opportunities that hurricanes "gave" us. Built intelligently! Now
- No having height limits
- Stop tearing down historic structures and destroying historic neighborhoods
- Stop over building beach. Need land for parking.
- -Stop the brain drain and have more high tech and research industries to hire more college graduates.
- -Stop destroying our beach with more buildings. We need parks and open spaces for public and family recreation. More free parking near the beach.
- -Stop shadowing the beach with high rises
- -Stop economically depressing business and govt revenues by negatively diminishing/driving away special events like bike week that other communities are actively trying to steal.
- -Stop hurting business with excessive taxes and regulation
- Get away from focus on tourism and special events and focus on the people that live in the community
- Stop developing without completing with the infrastructure
- Stop making special events the keys (sp?).
- We need to think about the exit of our youth.
- Stop ignoring neighborhoods
- Stop:
 1. special events
 2. Ignoring jobs opportunity
 3. Ignoring youth services. Invest in youth
 4. govt. Stop making promises and not keeping.
 5. govt. Stop ignoring neighborhoods.
- 1. Stop binge events
- 2. Need more strict enforcement of the laws
- 3. Unite us as community and stop using race to divide us.
- 4. Clean up certain sections of the town.
- -Stop accepting mediocrity – at special events
- -Stop lowering DB business standards to promote special events
- -Stop racial divide by raising standard of living
- -Stop marginalizing views of the entire community
- 1. Stop accepting lower standards
- 2. Stop modifying law enforcement during special events
- 3. Stop encouraging low income migration to the area
- 4. Stop encouraging offensive tourism which encourages behavior that is immoral and illegal.
- Stop thinking in fractional approaches – Need to consolidate the area for area wide solutions
- -Stop accepting mediocrity

- Stop compromising standards
- Stop being lenient on laws during special events
- Stop accepting poor behavior
- Stop allowing lower standards
- Stop making excuses
- Stop apathy among residents and businesses.
- Stop allowing bad behavior and low standards to be not only tolerated but encouraged for a false short term fix for a small amount of people to benefit
- Stop leaving the community to fly out of Jax or Orlando. FLYDAYTONAFIRST
- Stop Doing:
 - Paying service people too little
 - Growth for growth's sake – it may pay now but it won't pay forever.
 - Hiring illegals instead of local people
- -Need to provide more jobs for Daytona citizens by govt. controlling the issuance of permits licenses, etc.
- Review of the bid process options for contractors
- Stop promoting special events; changing comp land use plan; funding CRA's
- -Be more selective about our special events
- Being conscious of affordable housing
- Look forward to a more family oriented community
- -Stop knocking special events. They Bring \$.
- Stop the killing taxes
- -Stop special events that create cost to the municipality
- Extra police, overtime. Cleanup, repair
 - Prostitution
 - drugs
 - strip clubs monitored
- Stop busing children out of their communities
- Stop:
 - Drugs
 - Need to stop having people being apathetic about the city "How do we get more people involved."
 - We need to stop lying to ourselves about what our substantial revenue base
 - We need to recognize our assets I4-95 intersection, NASCAR, LPGA,USTA
- -Drugs: Bring in/Attract higher demographic combined w/better enforcement to make Daytona less hospitable to drug users and people committing drug motivated crime.
- Perpetuating the image as a blue collar tourist town. We project the image of a low brow cheap date by drawing in tourist for bike week, race week and spring break(s). We need to examine how other towns have done this in a better way.
- -Stop being apathetic
- Stop accepting crime and drugs as business as usual in Daytona
- Stop jailing non-violent drug offenders and take the profit out of the drug trade.
- -Stop allowing excess building heights (over 35ft)
- Stop drugs and crime
- Stop inhibiting businesses from feeling welcome
- Stop being the cheap destination that we have been for years.

- Stop the division of our city and neighbor
- 1. Stop the violation of the sunshine law
- 2. Stop letting big money overly influence our elections
- 3. Stop politicizing the selection of appointments to Advisory Boards
- 4. Stop the misinformation given to the public by some of the city staff.
- 5. Stop the influence of special interests to redevelopment.
- 6. Stop denying how and why we have misused our community assets
- 7. Stop denying and limiting access to government by common citizen
- 8. Stop trying to duplicate a shores environment for our beachside.

Question #2- What should we as a community KEEP DOING to help create the vision we want for Daytona Beach?

- Keep using the visioning committee input for ever. This Committee should never be dissolved.
- Our economy is based on two industries.
 1. Hospitality
 2. Medical

This is not enough for any community to survive. We need Hi Tech and Industrial growth
- Focus on Education. Keep the community involved.
- Tax revenues collected by special events bring a significant amount of revenues to the city. Unfortunately, the state (?) the greatest proportion of the tax `dollars generated.
- Keep supporting the cultural events now that the Davidsons can't be part of the picture
- Continue to keep dialogue among the community.
- What should the community keep doing...
 - keep tourism high
 - keep the community involved
- 1. Keep law enforcement initiative going
- 2. Keep promoting D.B. as a family oriented tourist destination worldwide.
- 3. Keep promoting our heritage and cultural potential
- 4. Keep trying to develop a balance in our economy
- 5. Keep encouraging citizen participation in government
- 6. Keep asking for a free open accessible beach.
- 7. Keep visiting responsible development that follows the rules.
- 8. Keep pushing down the millage rate as the city values up.
- 9. Keep promoting improved race relations
- 10. Keep funding tax abatement and other incentives to bring new business to D.B.
- 11. Keep promoting Air port
- Keep development on the beach managed & controlled so DB doesn't end up like "Condo Canyon" of the shores
- Keep Doing
 - Rehabbing good, old houses
 - Promote our excellent cultural programs and opportunities

- Appreciate the D.B. News-Journal- much better than most newspapers.
- 1) Keep open spaces with trees and landscaping
- 2) Keep on supporting our cultural endeavors-
 - a) Seaside Music Theater
 - b) FI Int'l Festival
 - c) Museum of Arts & Science
 - d) Marine Science Center
- 3) Keep on developing environmentally conscious parks, bike lanes, etc.
- Start promoting cultural events
 - 2) keep the beach open
 - 3) keep expanding convention business
- -Capitalize on our university communities BCC, BBCC, Embry Riddle
- -Blend tourist industry w/other corporate industries
- -Hold forums to address social service issues
- Keep moving forward with problem solutions. Thru forums & participation
- Keep developing convention/cultural events.
- Keep
 - 1) the whole beach open to the public
 - 2) tout our assets
- Keep:
 - Centralizing services for homeless
 - Open community dialogue
 - Fighting crime
 - Good water quality
 - Respect/ Ride Quietly
 - Volunteers-make a difference day. Top 10/Nation
- Keep cultural attractions alive & thriving, i.e. London Symphony, Seaside, etc.
 - Keep beach access open to public-don't close up access points-expand where possible
 - Keep Airport services & expanding airlines
 - Keep attracting jobs through Chamber of Commerce
 - Keep Special Events & grow them bigger
- Keep forums, not based on crisis
 - Addressing issues with positive attitude
 - making a good place to live-quality of live.
 - good planning for community
- Keep organizing to get/keep the community we have/want.
 - Keep pressuring city government to reflect citizen needs.
 - Keep Daytona Beach open to public access
 - Keep building ocean-front parks-use eminent domain.
 - Stop charging toll on beach access
- Keep developing viable programs for our youth
 - Keep insuring good quality of life
 - Keep working on public/private venture

- Culture, Bikes, Most Famous Beach in the world, Sun/Beach, Races (We have better assets than most cities Lets blend all of our qualities better Focus on the positive Keep Glen Ritchie as Mayor
- Keep looking for the positives in this community! Keep looking to develop our beach front property!
- Keep showing up! Move community Involvement Keep up Pressure to get county to drop beach tolls & get night driving back
- Keep progress moving forward quickly
 - Keep fighting crime & cleaning up drug zones
 - Keep development moving requiring green space & maintaining green space. Requiring Developers to allow public access to properties
- Working at things like this to forge ahead & solve issues. We began growing in the last few years & we have growing pains. We were selling Fla. Too cheaply. Costs are rising because they were always too low.
- Keep arts Keep Conventions
- Keep listening to city & giving opportunities to provide input
 - Keep pressure on limiting density & height that residents don't want
 - Keep bringing higher paying jobs
 - Keep lowering taxes
 - Keep affordable housing
 - Keep pursuing green solutions
- Keep seeking higher wages for low wage workers
- Keep developing our beachfront property intelligently
- Keep strong city police dept Keep ISC/NASCAR brown & brown & LPGA headquarters in town
- Keep Mayor Glen Ritchey
- Promoting cultural institutions and opportunitys. Continue tax abatements for new employers open black access World wide solicitation of tourism Continue improved law enforcement
- Keep having open community forums to keep all informed and participating in decisions made for the community.
 - Keep special events
- Continue to encourage community dialogue
 - Continue aggressively fighting crime
 - Continue to pursue funding from state/fed govt's for affordable housing
 - Continue "Respect" Campaign
- 1. Keep lines of communication open with the government & the city.
 2. Keep working to develop and encourage neighborhood groups participation
 3. Keep promoting and preserving a family based image of the city
 4. Keep working to protect historic structures & neighborhoods
 5. Keep protecting the neighborhoods against crime.
 6. Keep working to protect the environment
- Listening to the people
 - Hearing the people
 - Implementing what the people say
 - Making what the people says become a reality.
- Keep younger people involved.
- We must create affordable housing for the persons & families who live here & Want to stay here. There must be partnerships between the developers and the cities.

- -keep pursuing grant money from state & federal sources for affordable housing
 - Keep centralizing services for the homeless on North & Seagrave
 - Keep redevelopment review
 - Keep the good water quality
 - Keep the respect campaign during special events
- Having the vision meeting in the community
- -Keep our volunteer #'s up per United way make a difference day recent national award for being one of top ten the U.S.A.
 - Keep supporting disabled citizens
- Keep advancing race relations-Keep Beach Available-Keep special events
- Keep up strong law enforcement to protect people and property
- Keep beach open to all with driving on beach
 - Keep older historic neighborhood intact
- Promote the DAB Police chief with support for the vision and action plan in this city. Set aside money for substations to balance coverage. Balance the expenditure of taxpayers money for mainland and beachside.
- Keep Daytona Beach as tourist town
 - Keep driving on beach
 - Keep historic areas that are left
 - Keep building on ocean extremely low rise
- Community policing presence means a lot. Walking beats and getting to know residents.
 - Industry Promotion create blue collar & white collar jobs that allows individuals to earn decent living & improve living conditions.
- 1. Continue to promote arts & cultural events.
 - 2. Expand events like the yearly art festivals.
 - 3. Keep the city more beautiful.
 - 4. Limit high density development
- Keep working w/other communities on implementing smart growth...
- Keep
 - 1. Parks
 - 2. Make good transit
 - 3. Keep sovereign the documents that have deeded
 - 4. Enticing industry esp. with decent pay & environment friendly
 - 5. Keep festivals/activities
 - 6. Keep strong emphasis on enforcement
 - 7. Keep neighborhood
- Listening to the people allowing them to shape the future of our community
- Patrolling neighborhoods, neighborhood assistants Involvement
 - Keep the progress of (?) height development.
- Keep having smart growth, make our beaches accessible.
 - Keep family recreation.
- Keep the arts alive and well w/ LSO,J(S?)MT,ARTS
- Keep having great special events that offer diverse offerings for visitors and residents
- Put a moratorium on spending at city hall. Appoint a budget advisory committee mandated to establish controls

- Keep tourism high
- -Keep tourism high
 - keep providing an avenue for dialogue from the community
- Keep hiring local people for jobs
- Keep focus on DB as a city of Education-BCU,DBCC, ERAU, UCF & public schools
- Keep doing this process-we need to keep this citizen vehicle for communication going
- Supporting youth in the city
 - free after school care
 - free summer programs (to help parents in need)
- Promoting cultural activities & events
 - theatre
 - music
 - sports
- Involving citizens questioning govt.
- Keep the cultural opportunities
 - News Journal
 - Bethune Cookman
 - Peabody
- Keep supporting habitat for Humanity
- -Keep moving forward
 - keep the city focused on the task at hand
 - keep focusing on redevelopment areas
- -elevating development standards
 - city has valuable assets-shouldn't have to beg developers to come in
- Supporting Mike Chitwood
- Attracting family tourists
- I think we should continue to encourage dialogue among the citizens and encourage all citizens to participate in decisions in our community.
- Keep working to elevate image of Daytona Beach
 - Keep encouraging chief Chitwood to clean up this town
 - Keep promoting arts & culture
 - Keep beach access
- Keep having forums
 - Keep moving forward on solving problems
- Working to elevate image of Daytona Beach
 - Jobs
 - tourism
 - residents
- Getting citizen input
 - Offering opportunities for citizens to gather & communicate w/each other & elected officials
- Keep cars off the beach
 - Keep citizen involvement in city committees and boards

- Keep Glen Ritchey as Mayor of Daytona Beach
- Keep Daytona Beach's small town flavor
 - Keep the gentrification of our older neighborhoods.
- Building human consensus
- Keep Doing
 - crime prevention
 - climate
 - homestead exemption
 - beach (drive on beach)
 - encouraging self-employed
 - income from special events
 - the colleges
 - keep zones
 - forums
- 1. Keep the beauty of our city-single family residents should be kept.
- 2. Keep the breeze (air) flowing through out our city.
- 3. Keep high rises to a small #.
- 4. Keep communication alive
- 5. Keep our graduate at home after graduation.
- -continue community participation forums involve all ages
- -continue working for economic development year round not episodic
- -promote cultural aspects
- -promote educational opportunities
- Keep cultural events and activities that give diverse flavor to city and attracts residents
- We need to continue to train & place workers from its to jobs in our community
 - Keep doing cultural event, concerts, music, art festivals
 - We need to keep controlling events and not be reliant on it as an economy
 - We need to keep bring new industry to city (jobs)
- Keep growth of neighborhood groups & citizen involvement
 - Keep developing growth of educational industry
 - Keep developing cultural events LSO, CUBS, ect.
 - Keep emphasizing marinas & Halifax river
- Keep having forums
 - Keep being pro-active
 - Keep promoting are natural beauty
- Continue to (?) Econ Dev. Council to bring jobs
- Emphasize Beach
 - Community Events
 - Tourism
 - Aviation Park
- We need Jobs Stop taking Jobs to others outside Daytona Beach Fla

- Keep our beach
 - Keep historic homes & neighborhoods
 - Keep open space on the river & beach
- Keep our beach-our beach don't give it to developers
 - Our historic houses & Buildings
 - Our neighborhoods
 - LSO,SMT & other Art & culture in our area
 - Prks & open space on ocean & river
- Keep doing single family homes as infill!
- Keep expanding & preserving diversity of resources
 - residential
 - environmental
 - historic
 - business
- Being a center for higher education (DBCC, ERAU, ETC.)
 - Keep and Expand public transportation in Daytona Beach
 - Keep and Expand alternative transportation option: Safe, wide, bicycle lanes on major and minor roads
- Having opportunities for dialog like we have here
 - Cultural opportunities available
 - Educational institutions (DBCC, B-CU, ERAU ATC center, H.S. academics & IB program)
- Keep big companies here to develop good jobs & salaries for growth.
 - Recruit & Attract Co.'s that offer decent salaries.
- Keep investing in Arts & Culture
 - Keep the "Daytona" brand/ image positive
 - Keep focusing on redevelopment
- 1) Keep investing in cultural and artistic enterprise- I,e museum, theater, Lso
 - 2) Keep up the effort to attract new business from outside the area-create better paying jobs
 - 3) Keep up the effort to protect public access to the river and beach
 - 4) Keep up the effort to protect our water supply
 - 5) Keep promoting the benefits of our colleges and universities
 - 6) Keep up the efforts to improve public education
 - 7) Keep up citizen effort to promote access and participation to the workplace and government by all citizens
 - 8) Keep holding elected officials to the fire-make them representative and responsible to the public
- Continue to promote airport
 - Continue to develop I-4 corridor
- Keep supporting Chief Chitwood's efforts to improve safety
- Keep working together w/surrounding communities to preserve water & environmental resources
- Keep beach driving and accessibility-go for a toll free beach
- Keep doing
 - positive police presence for all
 - positive conversation among the different diversits of people
- Communication keep pressure state funding Hope VI
- Striving for strong historic preservation

Striving for strict architectural standards
Striving to keep our open space cleaned and maintained
Striving to clean up the image of Daytona

- Keep doing expansion of ocean front parks
- I recently learned that there are no athletic programs conducted by the school system for Junior High age children. This is the age when this age bracket is extremely vulnerable. We should place a great emphasis in securing funds for this segment of children.
- Keep comment dialogue like this
Upper beautification projects
Upper police
- We have a wonderful selection of cultural activities in our community which should be supported. "no-nonsense" Police chief must also receive our encouragement and support.
- Keep the beach open & accessible
Keep adding public space on oceanfront
- Keep cultural events - E.g., London Symphony
Keep Seaside Miss. Theater
New approach to even handed and increased law enforcement
Beach increased access, parks on the ocean itself
Wonderful colleges

Question #3 - What should we as a community START DOING to help create the vision we want for Daytona Beach?

- We should start forming a financial advisory committee that always meets and is responsible to the commission and the city management
- 1. Consolidate all municipalities into one
2. Create affordable housing
3. Think about creating an industrial section along the lines of Orlando & Sanford-Lake Mary
4. Restrict heights on condos along the river and downtown
We should bring in new industry with pre-permitted sites for industrial and manufacturing companies cannot wait 2+ years for permitted sites
- 1. Build quality small & mid size hotels by Ocean Center
2. Cleaning up city (enforce codes)
3. Start saving the environment (beach, trees, turtles)
4. Height limits
5. Create affordable housing
6. Electing City Officials who listen to the people
7. Putting electricity under ground
8. Start addressing prostitution & crime
- Deteriorating, out-dated properties (homes, apartments, motels, etc.) must be brought up to code or eliminated.
- 1. Acknowledge that elementary & middle schools need to be appealing.

- 2. Make people want to attend DB schools
- 1. Start improving our public schools
 - 2. Create real open government – a responsive government – How may we help you – not you can't do this or that
 - 3. Start providing an environment that will help small business service
 - 4. Start increasing the opportunities for citizens to be heard by government. Forums, Visioning, Advisory Boards
 - 5. Encouraging Business and Government partnerships, job creation, developments and redevelopments and stop encouraging special interest to deal with the government for special - development i.e. CRA's
 - 6. Start a real Historical Preservation Plan for our city and FUND IT
 - 7. Start encouraging our Colleges to participate in community at the grass roots level-(not __ colleges presidents)
- 1. Motivating younger crowd to become leaders GROOMING
 - 2. Providing more professionalism to keep professionals here
 - 3. Provide more cultural activities for all
 - Jazz Festival
 - African American Geared festivals
 - Leadership Conferences
 - Advertising education
- Start creating opportunities for young people.
- Start developing downtown – give people a reason to go downtown. News Journal was a good start
- 1. Face up to our limits
 - 2. Joint services to save tax money
- 1. Enforce existing laws
 - 2. Start healing poverty consciousness
 - 3. Expand Airport for Business
 - 4. Upgrade Schools for development
 - 5. Focus on assets
 - 6. Plan infrastructure for future growth
- 1. Using developers to not only develop condos but put money into developing our communities, our neighborhood.
- 2. Partnership with our schools, create jobs for residents and invest for the long term, our future.
- 3. Start involving youth in these discussions. Go to colleges DBCC, BCU, ER.
- 4. Have community forums within the college. Youth need to take park.
 - 1. Become more involved in the City Project(?)/Process
 - 2. Economic development
 - 3. Encourage young people to become involved in the planning the growth of the city.
 - 4. Look at models that are providing affordable housing
- 1. Business leaders need to get off the sidelines
 - 2. Focus on downtown redevelopment in a more rational and market based approach
 - 3. City needs to take equity positions in redevelopment projects
- 1. Start focusing on downtown retail, living and office
 - 2. Start focusing on our quality of life and how focusing on that will attract the types of employers and employees we want
 - 3. Start developing a very sticky image one that emits class and attractiveness
 - 4. Start redeveloping river front park
- 1. Start getting people to move to Daytona
 - 2. Get a community together to entice business to come to Daytona

- 3. Focus on redeveloping our core downtown
- 1. Start getting people to move back to Daytona Beach
- 2. Start selling downtown as a viable place for white collared business
- 3. Start providing incentives for the types of things that we deem necessary
- Getting people to move downtown
- 1. Create better health care for all of the citizens for Volusia County
- 2. Create affordable housing for future adults
- 1. We need a Citizens Budget Oversight Committee
- 2. The City MNGR should be required to ANSWER their Questions
- 1. Each decision to be guided by the question – Will it make DB more livable?
- 2. Recognize the common concerns of each segment our community. African-American want the same quality of life as European American
- 3. Develop partnership's DB cannot accomplish what it needs on it's own ERAU, BCU and schools
- 4. Listen to the citizens who are spending time and energy investing in the Vision process
- 1. A CITY MNGR LIVING within our MEANS
- 2. Police & Fire are only less than 20% of City Budget Where Does the Rest Go
- 1. Embrace new residents
- 2. Urgency against poverty
- 3. Affordable housing program needs
- 4. Jobs
- 5. Taxes and insurance amended
- 6. Lower drug use
- 7. Concentrate on developing city
- 8. Double salary of teachers
- 9. Improve Infrastructure of blighted neighborhoods
- 1. Better jobs and higher pay
- 2. Industry jobs
- 3. Mentoring for children
- START FINDING WAYS TO PROVIDE AFFORDABLE HOUSING FOR SERVICE SECTOR EMPLOYEES
- 1. Zero base budgeting
- 2. Line item transparency in budgeting
- 3. Planning Land development for our future
- 4. Grooming new generation of leadership from whole city.
- 5. Looking at Charter for necessary improvements
- 6. Serious historic preservation ordinance for whole city including the National Register Districts
- 7. Start funding cultural resources for tourism and local participation
- 8. Business needs to provide livable wages & benefits
- 9. Business needs to provide livable wages and benefits
- 10. Start investing in parks, buy new ones
- 11. Aggressive business recruitment with new incentives for creation of new business opportunities.
- 12. Start new citizen based public works program aimed at unemployed
- 13. A new coalition of homeowners associations
- 1. Start saying NO to developers many dreams

- 2. Start regulating HEIGHT LIMITS on ocean-front buildings
- 3. Start requiring City government to be CITIZEN responsive/oriented
- Start meeting needs of citizens in all areas of the city
- Start planning the work before we do the work
- CONSISTENT LONG TERM FUNDING FOR SOCIAL SERVICES
- 1. A SOLUTION FOR HOMELESS CITIZENS
- 2. GOVERNMENT FUNDING OF MENTAL HEALTH SERVICES
- 3. START 'LIVING WAGE' FOR LOCAL WORKERS
- 4. START AFTER SCHOOL PROGRAMS FOR 5-9TH GRADES
- 1. Creative ways to develop affordable/work force housing
- 2. Incorporate the "SAW" program into student curriculum
- 3. Reaching out to Young Professionals for opinions-views....they are next generation
- 1. Enhance School Programs to enlighten students as-to the reality of life cost \$\$ plus Budget incorporate S.A.W. program
- 2. Start plan with 1,3,5,10 yr goals
- 3. Start recruiting plan to get more people involved starting at school level
- 4. Start involving young middle age people involved in the community
- Start focusing on transportation:
 - Mass transit
 - Commuter Train service – north, south & west
 - Air Service
- 1. We need to start bringing business to Daytona. This brings more diversity in a positive sense.
- 2. Start focusing on environment – more parks, bike lane, sponsor 5-10K runs with party afterwards. Summer outdoor concert series on City Island & Bandshell
 - 1. Look for more white collar business to move to our town
 - 2. Daytona Beach International Music event
 - 3. Expand marine activity downtown
 - 1. Begin ground work for elevated mass transit
 - 2. Pro-active attention to infrastructure
 - 3. More private-public enterprise
 - 4. Continue forming pocket parks
 - 5. Affordable housing – consider why others have failed
 - 6. Search for human realistic approach to homeless need
 - 7. Encourage intergenerational community action groups to cont. the various visioning
 - 8. Designate no high rise zone
 - 9. Continue planting trees (FL needs shade trees and replaced as needed after storms)
 - 10. Encourage recycling & green wise plans re: fertilizer & nature plant use to lower watering needs
 - 11. Grow more festivals and up possibilities: film festivals, Olympic prelim contests, College March madness?? (see St Peters; MO), horseracing
 - 12. Consider double-decker bridges
- 1. Start the development of Research parks through our universities
- 2. Start protecting our Riverfront public open spaces
- 3. Start rehabilitating our older neighborhoods
- 4. Start an ongoing public participation program

- Start making local govt accountable
- Start replacing old schools
- Start getting young people involved in the visioning process and the community process
- 1. Become more inclusionary
 2. Have elders help mentor younger
 3. Encourage higher participation of younger
 4. Mass transportation
 5. Bridge over RR tracks (see NSB)
 6. Find "friends" for suffering parks
- 1. Clean up delapidated buildings. Protect historic buildings and spaces.
 2. Create more jobs with decent salary & benefit
 3. Family activities/parks along the river-open spaces for allocation
 4. Bring light tech industries to create higher paying jobs.
 5. Have community activities at Riverfront Park
- 1. Higher paying jobs
 2. Rail
 3. entry level housing
 4. expand core competencies
 5. Limit beachside high rises
 6. Lower property taxes
- 1. Start creating affordable housing
 2. Start creating a more diversified economy-less reliance on low paying jobs, more industry & businesses
 3. Start providing better protection for our historic heritage
 4. Start enforcing ordinances & codes to create a more attractive community
 5. Start providing better services for our community
- Start doing an on-going citizen's coalition not limited to any specific area to bring residents together to work with the city
- 1. Put low height limits especially on River & Beach
 2. Do infill housing (affordable)
 3. Bring in family entertainment
 4. Stress our good points
 5. Make (?) to keep our historic building
- 1. Put low height limits 6-8 stories on buildings on beachside & beach to Ridgewood Ave.
 2. More Marinas along river
 3. Keep historic buildings
 4. City Island to stay as is – no high rises stay city property for recreation only also river front park
 5. Keep a lot of space between bldg. on beach. (view of ocean on Atlantic Ave.)
- Start channeling developers projects to maximize benefits to DB
- 1. Look at trolleys & mono-rails for travel
 2. Need to "promote" our overall image. Don't just think of Daytona as bike week, speed week & the beach.
 3. More communication between city government city commission & the citizens as to what we want in our city such as parks, industry jobs- affordable housing (150,000 & under)
 4. More "green house" incentives to build.
- Cleaning up the entrance to Daytona Beach-

- Establish height limits on development on west side of river
- Keep the west side residential and the east side of the river tourist
- Start doing
 - to make our downtown more vibrant, a walkable liveable community-we need grocery stores, fresh markets downtown. Cafes & "promote" our down town.
 - Need to bring good industry & good paying jobs into Daytona Beach
 - better overall code enforcement throughout the city
- Fire city manager
- Enforce yard clean up move junk cars off street
- Start doing
 - better service to our airports to encourage trade & companies to build industry in Daytona Beach.
 - we have to "aspire" to have more business & industry
 - start bringing in draws for families to vacation & come here Theme Park?
- Start
 - double salaries 4 teachers
 - recruiting & retaining big Co's. To employ more locals.
 - employing locals to lead these forums if needed, have local consultants be utilized since they will have a vested interest.
 - home incentives for existing owners of older homes.
- We should start setting community standards for building, growth, etc. and follow the standards set.
- Start community involvement on all labels,-age groups, color, nationality, religion and others.
- Start using height & density to our advantage. It is better use of the land and will keep prices affordable so our workforce can buy housing
- Professional
 1. Understand barrier to economic development and (?)
 2. Promote education
 3. Promote middle class mixed use land in fill
 4. Promote downtown.
- Tax base control
 - Budget control
 - Affordable housing
 - Job opportunity
- Start doing
 - Moving towards year round economy
 - Emphasizing family or convention tourism
 - Changing our image thru development & advertisement
 - Developing a land mark ocean front park
 - Transparent government
- Start responding to citizens requests for change & protecting neighborhoods.
 - Build community pride thru neighborhoods.
- Start attracting new business to the area. That will bring higher wages Economics
- Start Doing:
 - Inclusionary
 - Clean up area

- Private-public partnership
- Pro-active city
- pushing quality education
- parks & Leisure Service for all not just black community
- We need a bowling alley to replace Daytona bowl on Ridgewood Avenue.
Port Orange turned down turning Albertsons on Nova Rd. into a bowling alley Why?
Bowling is more popular than golf. It is inexpensive. It is a Family & Senior activity
My son has bowled for 10 years on a league. He is in a wheelchair & loves the activity.
The older alleys around are not accessible to wheelchairs & there are steps up to the approach and the bathrooms not accessible
- Consolidate social service agencies to get more bang for the buck.
We need to start training people for the work force
We need to clean up Ridgewood Avenue between Mason and Bay street
We need to be more strict with drug & prostitution activities
We need to push for public & private partnerships
We need to steer tax based development
- Entry.
Rail service in & out of Daytona Beach
Parking on beach
- Entrances to city need to be attractive (such as AIA has become)
 - Rethink CRA
 - Need to address housing for all levels of income
 - need jobs other than service jobs
 - need to focus on building industry
 - need to protect water supply
 - need to address sewer systems
- Start
 - A) Jobs initiative
 - B) Incr. tax base
 - C) Build downtown up appropriately
 - D) Start going outside community to solicit business to settle here
- Create income producing attractions such as Branson type entertainment that will bring in another 8 million visitors. The result will be another 4 billion dollars in income.
- Start limiting CRA contributions to the lesser of 5% of project or \$500,000
Start paying off existing CRA debt before expending more \$
- Start doing
 - rail
 - light rail
 - jobs
 - entry level housing
 - smart mix growth
 - invite universities & colleges to city
- Start Doing
 - city commissioners keeping their word to the citizens

- keeping the community working together
- Attract heavy industry
 - Attract business headquarters
 - Take advantage of excellent colleges & universities of Daytona Beach
- Improvement of ISB (entry way to city)
 - More flexibility in infill density
 - Promote affordable housing
 - Attract higher paying jobs & provide appropriate training
 - Citizen oversight of budget
- Dreams
 - Transportation – plane service, commuter train
 - Quality hotels
 - Cultural events
- Redevelop the city's corridors w/incentives to kick-start the process and attractive design standards.
- Salaried public employee to represent public in review of city budget
 - More cooperation between educational institutions & local govt.
- Start asking city officials to rd. the LDC/comp. plan
- Address the historical problems in midtown to improve infrastructure, flooding, developing new homes on vacant property.
- Urban infill w/mixed use development
 - Build downtown
- Continue getting input from residents & businesses. Start to increase input by these meetings.
- Start attracting businesses (long term high end) white collar professional offices
- Start
 - Listening to the residents
 - clean up streets & core areas
 - looking @ now instead of behind us
 - create affordable housing that = job pay scale
 - getting the younger gen. involved
 - a family org. area
 - Looking @ residents living in neighborhoods on beachside not just in condos.
- Start doing the simple things to bring employment and better pay to Daytona
 - Making Daytona a family oriented community instead of just a family vacation spot *to live*
 - (the jobs are here= remember they work here and live in Ormond and Port Orange)
- Start bringing in higher paying jobs for DB residents
 - Keep cleaning up the city –city will
- Disney visitors will come to stay in DB if we have the mass transit so we don't need more major lads.
 - Improve the class of special events
 - Park on the beach
- Start
 - creating architectural standards
 - meshing old & new
- ERAU Research Park
- Value the history, especially the structures and landscaping, of Daytona B.

Make the history of DB part of DB's economics (tours, historic special event, etc).
Height limits must be established and enforced. Density bonuses should be eliminated.

Listen to the residents.

- Start holding public groups accountable for tax dollars spent
- Start preserving historic structures/areas
- Start thinking Bigger!
- Start recognizing we are a beautiful & unique city.
- Start creating/developing public/private partnerships to usher in new business
- Start recognizing DBs uniqueness & beauty worth protecting & preserving
- Start attracting yuppies & gay men
- Need to develop down town area to build the community
- Saving our trees in our community.
- Promote Growth
 - Get more involved
 - Start promoting affordable housing in a creative way. Smaller units 950 sq'
 - Start promoting downtown
 - Promote the rail jobs will follow business will follow
- Link tuition credit some way for people in low paying jobs
 - "sp"? info on historic bldgs
 - Tree heights as guidelines for ht. of bldgs in non-tourist & non-businesses are
 - Bike & golf cart friendly park spots
 - Access to monorail (etc)
 - Esp to high traffic areas
- Start changing the way the children are taught in school. By the time a child is in the 9th grade the school has a pretty good idea of who is going to college. The other student should still get music, math, & English but get for (?) of a craft. When the student gets out of school he had 4 yrs of training.
- Start doing
 - Transportation
 - Clean up ISB
 - Affordable housing
 - Work force housing
 - Build-middle school near Long Street
 - Higher pay jobs
 - Festivals in parks
 - Preserve historic bldgs.
- Economic development
 - Start developing more jobs
 - Tourism, culture related events
- Companies are attracted to communities w/a trained workforce-start capitalizing an education as economic development policy.
- 1. Work to working toward burying power lines.
 2. Start improving the city transportation system for the public
 3. Start enforcing zoning regulations & code regulations
 4. Start promoting environmental and cultural tourism

5. Start working to develop affordable housing near schools and health facilities.
 6. Start promoting our historic structures.
 7. Start working to bring industry & businesses to the area.
 8. Start working to purchase more land for open spaces & more for off beach parking.
 9. Start offering more activities for families and especially children.
- 1. Build on the present colleges & Universities BCC, DBCC, UCF, ER etc. to dev more science & Dev. To develop think-tank. To develop businesses that are high tech. To feed aviation, NASA, etc.
 - 2. Build on Medical school to grow medical tech.

Community Conversation #2 – Global Scan

What trends are occurring outside our community that will affect the vision we would like to create?

The purpose of this activity was to help residents broaden their thinking about the forces that will affect Daytona Beach in the coming years. Participants were divided into three large groups. Each group was instructed to move to one of three "station" area staffed with a facilitator and two chart pads. They were asked to brainstorm regional, national and global trends that they saw occurring that might influence the Vision that they wished to create for the community. Each of the three "stations" dealt with different subject matter. The Facilitator at each station started the discussion by briefly explaining examples of trends that would be focused on at that station. Station #1 focused on Political, Economic and Social trends. Station #2 focused on Technological, Demographic and Scientific, and Health trends. Station #3 dealt with Education/learning, Environment and Security trends. The groups were instructed that all ideas would be accepted and that they should also look for connections among and between ideas.

This activity was done in three rounds. After approximately 10 minutes of brainstorming the groups were asked to rotate to a different station. These were the ideas the groups presented at each of the three stations.

Station #1. Political, Economic and Social

- Manufacturing jobs in FL are decreasing
- Divorce is increasing
- Single parent families are increasing
- English as a second language is increasing
- People are retiring with more \$
- Local jobs are increasing taken by illegals
- Cost of living is up in Florida
- People are having more say in government
- The population is aging
- Care is increasingly needed for aging population
- Increasing cost of home insurance
- Increasing cost of healthcare
- Increasing cost of affordable housing
- Social funding is down, need is up
- Dysfunctional insurance
- Immigration is out of control
- Lack of community involvement
- Population is increasing along the coastline
- Decrease in education – lack of knowledge
- Cost of government is increasing
- Loss of personal responsibility
- Out of control lawsuits
- Govt waste
- Dollar is devaluing
- National debt is increasing
- Militarism of law enforcement
- Increasing use of drugs
- Jails are full
- Population is becoming more green conscious
- War – loss of life

- Cost of war
- Greater disparity between rich and poor
- Less extended family in the area
- Larger houses
- More credit debt
- More jobs are being exported
- Losing the middle class
- Cost of living is increasing
- Energy costs are increasing
- Less disposable income
- Growing diversity in population
- Increase in homeless population
- Infrastructure is not keeping up with population
- Infrastructure is aging
- Public transportation needs are increasing
- Young people not voting
- Political infighting
- Rise of 3rd parties
- Inadequate social programs
- Increasing frustration with the voting process
- Odyssey of government
- More home town democracy
- Less oil dependency
- Shifting government responsibilities
- Competitive world market
- Decrease in registered voters voting
- We are exporting technology
- More competitive businesses and services
- Increasing E commerce
- Adequate health care decreasing
- Greater involvement of faith-based organizations in a community
- Decreased philanthropy
- Gap between start of Social Security and physical ability to work
- Increased Hispanic influence
- Gas prices increasing
- More people seeking social program benefits
- Water shortage will impact political social economic system
- Nuclear family disappearing
- We are becoming more international culturally
- High wage jobs leaving Florida
- Unknown impact of research industry on environment
- Growing popularity of multi-family housing
- Growing desire for single family home ownership
- Increasing disconnect between elected officials and mid/low class
- Lower faith in government
- Increasing govt focus on international than domestic issues
- More job turnover
- Less job security
- Less legislative focus on long-term, serious issues
- Privatization increasing
- Party Goals are less clear
- Rental housing growing
- Longer commutes
- Retirement being postponed
- Need for elder services growing
- Internationals partnerships growing
- US no longer prime diver of world economy
- State, more unfunded mandates
- More independent voters
- More direct democracy (petitions)
- More opportunities to vote
- Conservative values growing
- Less immigration accountability
- More focus on small group needs
- Less transparency in government
- More permanent tax cuts
- Insurance and property tax reform growing; impact unknown
- Less union participation
- More government intrusion in private lives
- Political dynasties growing
- More catastrophic natural disasters
- More disconnect between Government and people

Station #2 – Technological, Demographic and Scientific/Health

TECHNOLOGY

- Reverse Osmosis/Fresh Water
- Mass transportation
- Work anywhere

- Light Jets
- Portable Nuclear Power
- Longevity
- Depressed Eco in order to stay up with Int'l Technology
- Better weather forecasting
- Solar power
- Sales tax via internet
- Internet security eliminates/creates jobs
- Tech creates Tech
- Ethical Quandaries
- New Industries
- Ethics in Med Techs
- Tech=know what's best elite
- Instant information and communication
- Cleaner air
- New commercial opportunities
- Displace jobs
- Open communication
- Increase hand held devices
- Ability of government and business to communicate information
- Access to education/life long learning
- Need for high skilled work force
- Impact on healthcare Tech
- Crime Solving
- Information distribution
- Higher paying jobs
- Home work increasing
- Internet access
- Multiple services increase
- Faster crime solving.
- Technology is taking away personal contact

- Privacy rights
- Ethanol-ogy for energy
- Direct voting
- Misinformation

DEMOGRAPHICS

- Diverse population
- Young and old competition for resources
- Senior related job opportunities
- Upward (vertical) growth
- Native English speakers/fewer
- Foreign Tourists
- Increase Population = less natural resources
- Green Space/less
- Relocate in US to avoid Global warming
- Senior related resources
- Education key to success
- More multilingual people (increase Spanish)
- More class division and poverty
- Global economy = more jobs overseas
- Immigration
- Move downtown?
- Haves and have not
- Aging population
- Segregation of residents
- Middle class disappearing
- Significant increase in life expectancy
- Birth rate decreasing
- FL will continue to grow
- Baby Boomers retire (getting older)
- More single family homes
- People leaving for better paying jobs
- Too young for SS, too old to work physical job. Are falling through the gaps
- Few with healthcare
- Neighbor defined by economics
- Multi-family homes
- Lack of affordable homes
- Young families moving out
- People falling through the cracks

- Lack of high paying jobs
- Increase in homeless
- Purchasing group = aging

SCIENTIFIC/HEALTH

- More disease/less disease
- Health Care Expense/Increasing cost
- Lack of affordable health care
- Lack of affordable health care for mentally ill
- Programs in healthcare being CUT
- More people do not have any health care coverage
- More drug treatment
- Cost of complexity
- Further regulate tobacco advertising
- Make drugs available sooner
- Shortage of RN's
- Universal Care
- Longevity
- Increase job opportunities in health
- Competitive salaries
- More recreational opportunities
- Food and water contamination
- New drug technology
- Health care training and education
- Advance stem cell research
- Decrease of youths to fill jobs
- Ability to pay
- National Health care

- Advent of managed care
- How to pay healthcare workers
- Creates eco opportunity
- Rationing of healthcare
- Court involvement
- Tech moves-decide who gets what? Transplants, etc.
- Drugs – cost/distribution
- Government response to emergencies
- Drug – resistance to infection
- Increased demand for aging and long term insurance
- Need healthcare teaching schools
- More employee's sharing the cost of healthcare
- Pressure for legal euthanasia
- Need for more assisted living resources
- Shortage of Family doctors
- More lawsuits and cost of legal action/malpractice suits \$\$
- Loss of children's health care
- More deductible = high costs
- Preventive care
- Insurance-lack of coverage for certain procedures/meds
- KIDS healthcare at affordable rates
- Medicine advertising cost/research
- Lack of community base health care

Station #3- Education/Learning, the Environment & Security

- US Becoming too soft
- Illegals using services
- Constant changing job market
- Teachers leaving profession
- Teachers leaving state=\$
- Teaching the tests.
- Critical thinking skills disappearing
- Higher education should be more available
- Less emphasis on reading
-FCAT scores decreased 3-8% Volusia
- Increasing Government intrusion into our private lives
- Wages down in country
- Health care for kids-affecting education
- Increase in gated communities
- More ESL kids in schools
-

- Less security on school buses
- Less freedom to move for kids
- Increased drought times
- Increased tide lines – high tide getting higher
- More fires
- Increased pollution
- Water-scarcity-food too
- Deforestation-trees eliminated
- Increased expectations
- Way behind other countries in time in school length of day & year
- Increased use of surveillance cameras
- New jobs that call for special education
- Average age of graduates increasing
- Distance education processes are increasing
- Shorter work week-more relaxation time
- Increasing Loss of historic perceptions among students
- Harder to access technology among less advantaged students
- Loss of human interaction with increasing technology/games
- Beginning teachers pay low
- Loss of quality instruction - dumbed down
- Decreased expectations of students
- Loss of beachfront
- Loss of open space
- Salt intrusion in water
- China becoming a bigger polluter
- Going green is becoming more economically feasible
- Some predictions: Losing 30% of species by 2050
- Retinal/Digital security – technology applications in security systems
- More intrusive methods
- home grown terrorists
- increase in food poisoning
- loss of constitutional rights
- look back into old areas
-more historic preservation
- Lack of border control

- Rest of world gaining on science
- Gas prices increased
- Killing off of reefs
- People can't catch up technologically
- Difficulty getting I.D.
- Increase in partnerships in education
- Increase in homeless
-affects education/security
- Schools providing more after school care
- Decrease in Phys. Ed. In schools
- Trend to more and more prisons
- More and more environmentally protect land
- More guns in homes-on streets
- Competition for natural resources
- Competition for enhance into education
- More schooling
- Trend to less technical education in US-but more internationally
- Weather is changes
- Protecting smaller homes
- Over crowding
- Increased cost of security
- More retraining
- Increase financial cost of higher education
- Not enough cultural understanding
- Security based on fear
- Loss of parental involvement in school
- Loss of respect for authority in schools and at home
- Throw away society after obsolescence
- Loss of values
- Global warming
- Loss of species in food chain
- Trend to save more open space
- Nursing homes vs. quality of life
- False sense of security/insecurity
- Rise of hate groups
- Identity theft
-increase computer financial theft
- Loss of family accountability
-parenting
- Increase loss of safety in community & home for children

Community Conversation #3 – Vision for Daytona Beach

This third activity was intended to tap into the hopes and dreams for Daytona Beach (personal visions) of the attendees and to enable them to discuss those hopes with others present. Participants were seated at tables of 6. The exercise was divided into two rounds. In Round 1 the participants were asked to write their hope and dreams for Daytona Beach on a sheet of chart pad paper that was placed on the table. They were given approximately 5 minutes to record their ideas. At the conclusion of this writing period, each person at the table was asked to share his or her ideas with the other 5 participants. The ground rules for the exercise emphasized listening, no interrupting and openness to others ideas. When all 6 participants had shared their thoughts, the group was asked to record common ideas and unique ideas on another sheet of chart pad paper. At the conclusion of the round, one person was asked to stay at the table and the other 5 participants were asked to move to 5 other tables. The tables were asked to turn in their summary (common theme/unique idea) work sheets.

When the new groups were formed Round 2 began. In this round, the six participants were asked to record the common themes and unique ideas from their last group on a sheet of chart pad paper that had been placed on the table. They were given 5 minutes to do so. Then each person was asked to share their last group's round 1 ideas with the newly assembled group. When all 6 participants had shared their prior group's ideas, the group was asked to record common themes and unique ideas on another sheet of chart pad paper. At the conclusion of the exercise, groups were asked to share their ideas publicly and to turn in their common theme and unique idea worksheets.

These are the Round 1 and Round 2 vision ideas from this exercise:

Round 1 Vision ideas (These are typed as they were turned in.)

- **Common Themes**

- Land use regulation that promote comm.. – industry, arch standards, preserve, & expansion of natural resources (trees, beach, river)
- Affordable healthcare/clinics
- Improvement of public transportation
- Safe communities within the city to walk to – businesses. Public parks, residential – all within one area.
- Streetscapes – entrance into the city
- Higher paying jobs

- **Unique Ideas**

- More density with open space ...no sprawl
- Consolidate services with other cities
- Solar power

- **Common Themes**

- quality schools and universities
- mass transit – with trolleys and trains
- reasonable mixed density
- clustered uses

- High tech industry (including medical)
- nuclear power and solar and wind
- Beach access and preservation
- Underground utilities
- Cleaned up environment

Unique Ideas

- restoring the dunes clear out beach area
- consolidated government
- process water from the sea
- clustered education
 - partnering business and education
 - partnering old (grandparents) and young (pre-school and K)

• **Common Themes**

- Historic Preservation/Design Standards
- Public spaces – Parks, Recreation
- Mass Transportation – other options beside cars
- Unifying education (public and private)
- Underground Utilities
- Better airport utilization
- Beach Access (free)
- Pedestrian/Bicycle friendly city

Unique Ideas

- Alternative Energy capital of the WORLD
- 75 story building with 100 ft separation
- High tech industries
- 18 story height limit
- More shade trees

• **Common Themes**

- Consolidate facilities among cities
- Citizen oversight of government spending
- Free access to the beach
- Fair tax to everyone
- Economic Prosperity
- Controlled development
- Eliminate waste in government
- Mass transit

Unique Comments:

- Utilize local residence resource
- No Gambling
- Keep ocean and river pristine

Quality of Life (additional comments by this group):

- Respect & provide for diverse neighborhoods
- Infrastructure improvements
- Revitalize historic commercial areas – mixed use
- Varied and diverse neighborhoods
- Bike and pedestrian connections among areas

• **Common Themes**

- Open areas and spaces
- Booming downtown
- International Airport
- Quality shops (no big box stores)
- River activities
- Keep low rise bridge
- Underground utilities
- Strict architectural standards
- Keep and clean up historical district
- Make City Island a central park
- Large sidewalks & walkable community
- No high rise buildings
- A government for the people

• **Common Themes**

- Well planned mass transit
- Beautification and landscaping
- Landscaping
- Architectural standards
- More downtown living, retail and office
- full service community downtown
- Enhance Marine Activity (Marina, River, Beach)
- City Island as Central Park
- Free and open beach
- Well utilized parks
- Private-Pub partnerships
- Arts & Ent. Districts
- Gateways to give sense of place
- Cultural activities constantly ongoing

- Structured parking
- Tiered Approach to bldg height in Downtown from River to Railroad
- Historic preservation and encouraged restoration
- Great Education opp.
- Stormwater and buried utilities

Unique Ideas

- Public Aquarium
- Major league baseball
- Castle
- Destination Festival

• **Common Themes**

- Education
- Investment in children
- Building diversity in the community
- Healthcare improvements (including affordability)
- Pride in neighborhoods/community/beautification
- Infrastructure improvements
- Celebrating Daytona's uniqueness

Unique Themes

- Blended cultural experiences/activities
- Transportation/mass transit
- Equal access to opportunity
- prosperity

• **Common Themes**

- Involved citizens
- Underground utilities
- Affordable housing
- Height limits
- Green space requirements

- Preserve historic district
- Central rail/mass transportation
- Mixed use developments
- Walking and bike paths
- Encourage family activities
- Arts and Ent district
- Waterfront parks
- Public Markets

• **Common Themes**

- Mixed use development/growth
- Clean City
- Regional Planning
- Rail/Alt transportation
- Consolidation of Social services
- Consolidation of Public safety
- Flourishing downtown
- Enhanced Public waterfront
- Development with Water taxis
- Premium education system
- Diverse cultures
- Diverse tax base
- Historic Preservation
- Family Recreation
- Universal healthcare
- Affordable mixed use housing

• **Common Themes**

- Preserve the beachside
- Increase beach access
- Walkable waterside communities
- Transfer building rights to preserve open beach side A1A

Round 2 Vision Ideas (These are typed as they were turned in. No changes have been made)

• **Common Themes**

- affordable housing
- mass transit/ commuter rail
- job creation-better paying

- schools-better uses for schools
- underground utilities
- parks/ open space- upgrade/ better or more uses – create more parks

- historic preservation
- architectural standards
- alternative energy sources (nuclear/solar/etc.)
- clean Halifax river

Unique Ideas

- desalinization plants
- ISB "Beautification"- gateway to the city
- Underground commuter rail
- "branding" Daytona beach
 - certain sections
 - overall
- "tired" approach to downtown
- make city island park a "centralized" park

• **Common Themes**

- Affordable housing
- Open/green space
- Job & wage growth
- Mixed use- down town
- New schools - *Many*
- Higher quality of public schools
- Working w/developers for win/win
- Mass transportation
- Affordable healthcare
- Protection of historic districts

Unique Ideas

- Low water

• **Common Themes**

- Architectural standard & improve standards to include all (?) (?) (ISB)
- Mass trash collecting w/in city & other cities
- Consolidated Gov.- combined city Gov. (Daytona Area)
 - buildings
- family friendly entertainment
- underground utilities
- walking community
- white collared jobs (higher paying jobs)

Unique Ideas

- Major league baseball team @ Jackie Robinson
- 1000' long ocean front park
- Open green space between Oceanside building
- Office building & residences in downtown

• **Common Themes**

- Code enforcement
- Preserving/marketing enviro. Resources
- Revitalizing/redeveloping downtown
- Historic properties/areas (preservation)
- Beautification of city in general
 - major thoroughfares
- affordable housing
- conserving water resources
- "smart" green landscaping
- more parks
- underground utilities
- research park

Unique Ideas

- Major league baseball
- Aquarium downtown
- "North Beach" marketing campaign (Ormond to New Smyrna/ Ponce)
- Destination: International Festival
- Make City Island a tree park- get no of windowless bldgs.
- Desalinization plant

Common Themes

- Fee free beaches & free access/ open approaches
- Mixed use along I-95
- Transfer of development rights
- Restaurants on west side of AIA & residential
- Open areas along beachfront
- Walkable/pedestrian friendly community, bicycle trails
- Density transfer to I-95 area
- Less crime
- Quality of life improvements
- Enhancing historic areas & redevelopment

- Enhancing outdoor facilities
 - Improved education-magnet schools, college outreach
 - Public service access to entire city
 - Improved income
 - Better homeownership
 - Consolidated services
 - Beautification of roads, public areas
 - Healthcare-affordable
 - More parks, festivals
 - More open space
 - Mixed use communities/ neighborhoods
 - Improved transportation choice, mass transit
 - Neighborhood enhancement (mentality changes)
 - Underground utilities
 - Alternative energy-solar power
 - Education improvements.... School choices-charter/magnet
 - Investment in children
 - Diverse communities-people coming together, but not losing own culture
- **Common Themes**
 - mixed-use development
 - public space designations
 - village concept- i.e. all services available within a certain radius of downtown
 - free & open beach
 - more cultural/common oriented festivals
 - centralized services (social, gov'n't)
 - tiered approach to bldg height in downtown
 - well-planned mass transit (reg. & city)
 - arch. & landscape standards
- **Unique Ideas**
 - public aquarium
 - flatten beachside & create a world's park beach setting Go Gators!
 - Tax incentives for new industry
 - Land grants
- **Common Themes**
 - pride
- health care
 - infrastructure
- **Unique Ideas**
 - K-12 college
 - Community with a barrier
- **Common Themes**
 - mass transit
 - mixed use- villages (neighborhood creation) walking distance around town
 - education
 - waterfront-flourishing-classy
 - diverse tax base (business including)
 - Ped. Friendly city
 - historic preservation
 - Consolidation (service & Gov't)
 - downtown development
- **Unique Ideas**
 - unity education
 - MUSU
 - HS to Cogom(?)
 - Alternative fuel- Daytona track
 - Alternative energy- source capital
 - Agriculture-local
 - PRO-LAX
- **Common Themes**
 - involved citizens
 - underground utilities
 - affordable housing
 - height limits
 - green space-requirement
 - preserve historic distr.
 - Control rail
 - Public train- MA transp.
 - Mixed use development
 - Walkable/ bike city paths
 - Encourage family act-sports
 - Arts & ent. center
 - Water front parks
 - Public markets

- Excellent hospitals
- Restaurant
- ISB attractive though fare
- Family oriented activities
- High speed rail
- Youth act
- "top education"/educators cutting edge
- Work with developers
- Support local biz

- **Unique Ideas**

- major sports team
- aquarium
- "cleanest city USA"
- local grown agriculture encourage market
- no cars
- city invest in college & university Niches
- oak & shade trees

Action Team Sign up – Volunteers to Participate in Action Teams

The facilitators presented the two types of Action Teams that would be involved in the development of the vision plan and briefly explained the process that they would follow leading to approval of the plan. They explained that all team members will receive a simple "work book" including a template for developing their team's segment of the vision plan.

The first type of team was referred to as a Sector Action Team. This Action team will be involved in the development of a vision plan that reflects the community's desires for the sector. The second type of team was referred to as an Issue Action Team. These teams will be involved in the development of vision plans related to a broad issue area.

The facilitators explained that the list of teams were not necessarily completed and that some the issue areas may be redefined. They said that new issue areas may emerge during the process. In the event there are duplications of effort regarding a particular strategy or issue area and the individual teams can't work out which team should take the lead on strategy development, the Stakeholder group was identified as the deciding group.

Following the presentation and questions and answers, participants were asked to sign up for one or more of the action teams. People were instructed to choose an area that they felt covered their primary interests.

Sector Community Action Teams

Citizen-Volunteer Sector Action Team

- Robert Manthey
- John J. Nicholson
- Susan Coleman
- Gwen Azama-Edwards
- Naomi Weiss
- Tom McGurn 598-4508

- Colleen Calnan
- Betty J. Powers 239-6340

Government Sector Action Team

- Rose Ann Tornatore
iwholesalelight@cfl.rr.com
- Ken Ali
- Mario Henderson
- Greg Gimbert
- Neil Harrington
- Tom McGurn

- Jim Cameron 255-0981
- Tim Kosadikias
- Naomi Weiss
- Ruth Trager
- Warren Trager
- Joy McMahan

Business Sector Action Team

- Jim Herring
- Colleen Calnan 239-6902

Non-Profit Sector Action Team

- Ellen Anderson 258-1760
edand123@hotmail.com
- Sallie S. Culver 255-7967

Issue Action Teams

Education Action Team

- John J. Nicholson
- Len Lempel
- Liz Barnes
- Launa Taylor
- Marsha Sanford (407)443-9059
- Joy McMahan

- Jim Herring

Economic Development Action Team

- Mario Henderson
- RoseAnn Tornatore
- Jim Cameron
- Don Kane
- George Smith
- Gwen Azama-Edwards
- Ken Ali
- Ruth Trager
- Warren Trager
- Naomi Weiss
- Howard Sanford

Infrastructure

- Chris Daun 258-7970
horus@garbersoft.net
- Kelly White 566-6788
- Jason Aufdenberg 257-4066
- Tom McGurn 589-4508
mcgurn@yahoo.com
- Sallie Shelton Culver 255-7967

Environment

- Jay Bond jaybond@cfl.rr.com
- Tim Stockman 316-3512

- Jack White 627-7777
jackwhite16@yahoo.com
- Naomi Weiss
- RoseAnn tornatore
- Susan Coleman
- John J. Nicholson
- Mike Ciocchetti 253-1111
mciocchetti@doranlaw.com
- Sally White
- Buddy Budiansky
- Carrie Register
- Luke Wilberding 847-366-4960
- Ellen Anderson 258-1760
edand103@hotmail.com
- Greg Gimbert
- Karen Ricks
- Neil Harrington
- Environment Team, cont.
- Bob Schaeffer
- Pam Woods

- Belinda Collins

Quality of Life

- John J. Nicholson
- Mario Henderson
- Gwen Azama-Edwards
- Reba Peters
- Ruth Trager
- Warren Trager
- Wyatt Davis 852-7890
- Naomi Weiss
- Harry Henderson 366-2513
- Vickie Henderson 453-4953
- Beth Brennalt 254-0985 206 Pierce Ave
DB 32114
- Tom McGurn 589-4508
- Dan Harshan
- Joy McMahan

Summary and Conclusion

The Facilitator led a short discussion with the participants about what they liked best and what they liked least about the day. These were their comments:

Liked Best

- + Mixed people in groups
- + Kiva Process (6 conversation starters)
- + Good Dialogue
- + Well Advertised

+ Good Facilitation

Liked Least

- Too long
- Too cold

The facilitator then asked the question: Who's missing? (from this process). These were the participant's comments:

1. Young people aged 18 – 24 (High School Seniors and college aged)
2. The Hispanic community
3. Our elected commissioners
(note: 5 of the 6 Commissioners were present during the first half of the day)

The facilitators announced then dates and locations of upcoming meetings.

Chair Edith Shelley thanked everyone for attending. The meeting adjourned at 4:25PM.