

**City of Keystone Heights  
City Council Workshop  
Wednesday, February 28, 2024, at 8:00 am to 12:00pm  
City Council Room  
555 S. Lawrence Blvd., Keystone Heights, FL**

*Please note due to the lack of microphones for the audience, there are times where it is inaudible.*

**Invocation:** City Manager Charlie Van Zant

**Pledge:** City Manager Charlie Van Zant

**Roll Call** – City Manager Stephanie Silva; Mayor Rodenroth, Vice Mayor Thompson, Councilman Hart, Councilman Brown, Councilman Lewandowski. Staff; City Manager; Charlie Van Zant, City Clerk Stephanie Silva

Introductions were made by the people in the audience. (no microphone)

**Public Comments:** - Jorge Figueredo, resident; gave his opinion on the changes to the website. He would like to see the residents to be more informed. Possibly, send out information via U.S. mail. He discussed a possible grant which Congressman Bean has spoken about. Mr. Figueredo wanted to see where those funds from the grant would be dispersed too. He would like to see more decisions put out to the community in a referendum style.

Kerry Collins, resident; Discussed the social media issue. Ms. Collins was happy with the work done so far on the website since it will further transparency in the community. She voiced her opinion with the Park Master Plan. She is a long time resident and wants to see everyone advocate for the unique city Keystone Heights is.

**Topics of Discussion:**

1. **Social Media:** Mayor Rodenroth presented a slide presentation to the people who attended the Workshop. She presented the ideas that she received from the Florida Municipal Communications Association regarding all aspects of social media. The Mayor paid for the \$100.00 membership fee for the FMCA. She would like to see a point person from City Hall that will handle the issues with social media.

Discussion followed from the attendees of the workshop.

2. **COKH Website Renovations:** Mayor Rodenroth and counsel addressed their concerns with the Website, future changes. The Mayor would also like to see changes to the digital sign in front of town hall and how that may assist members in the community on what is going on.

Discussion followed from attendees of the workshop.

- 3. Pavilion/Park Task Project** – Mayor Rodenroth said that she is gathering information and waiting for her data, that this will be moved to next month. Mayor Rodenroth and council members discussed the past vandalism.

Discussion followed from attendees of the workshop.

- 4. COKH Parks Mater Plan** – Mayor Rodenroth / Councilman Lewandowski.  
The council is in the very beginning with this plan. Erin Rothman, Manager Director of Manzana, attended the workshop and presented the slide show of the Parks Plan that she presented to the council at a January council meeting.

Break for workshop for council and attendees.

Erin Rothman, Manager Director of Manzana. Discussed the plan and was asked questions by council and attendees. Erin said that the plan would cost approximately from two million to eight million dollars. Councilman Brown said that due to the cost we will need to get a grant writer to get funds for the project.

Next month's workshop will be dedicated to budgeting on the project.

- 5. Discussion on City owned Property** – Councilman Brown  
Properties that the city owns that are not in use. Councilman Brown brought up about discussing selling the two properties owned. One of the properties being 500 West Magnolia and the property of the public works building. Discussion followed.
- 6. Corner of Highway 100 & SR 21** – Mayor Rodenroth  
City Manager Van Zant said that the Purchase and Sale Agreement has been finished for that property. The purchase price is \$240,000. Closing costs will be split between parties. It will be ready for the March 4, 2024, counsel meeting to view. Discussion followed. A Phase one inspection which is to determine that there is no petroleum contamination in the property, will cost \$2,300.
- 7. City Hall Meeting Room** – Mayor Rodenroth  
Slide presentation. Mayor's goal would be to get more people to come to the meeting room. The Mayor would like to make the room comfortable and visually stimulating for the audience. Her suggestion would be to clear the room and make it more inviting. Paint, update the lighting, etc. The Mayor showed an estimate on the project on her slide presentation, approximately \$1,600 up to \$2,000. Discussion followed.
- 8. Strategic Plan** – Councilman Lewandowski  
Slide presentation for a strategic plan and/or a comprehensive plan. He used the example of Clay County's plans. Suggested that Keystone Heights should create a plan. Councilman Lewandowski discussed the Smart Cities Plan and gave ideas on how to proceed. The council discussed the plan and workshop attendees also had discussion regarding the strategic plan.

**9. Christmas Market – Councilman Lewandowski**

Presented a slide presentation of vendors, entertainment, during the weekends. He suggested buying kiosks and the vendors rent them from the city. This would create a holiday atmosphere and the vendors would be able to sell their wares. Slide presentation showed how the kiosks were put up and torn down, prices of the kiosks. Councilman Lewandowski's idea was to set up a few the weekend of the parade, December 14, 2024. Discussion among the attendees and council followed.

**10. General Improvements – Councilman Lewandowski**

He was happy to hear about the Strategic long-term calendars, more workshops. Councilman Lewandowski would like to bring back performance reports for city manager and clerk. He also would like to see price breaks for Keystone Heights residents as a benefit.

**11. CRA funds Discussion – Councilman Lewandowski**

Purchase the China Chef with the CRA funds. Discussion will be discussed further at the council meeting.

Meeting Adjourned