



Meet the New City Manager: **Matthew Morton**



In the movie classic "It's a Wonderful Life," George Bailey excitedly proclaims, "I'm going to build things! I'm gonna build airfields, I'm gonna build skyscrapers a hundred stories high, I'm gonna build bridges a mile long..."

That declaration inspired a young Matthew Morton. When his friends were outside playing, he'd be in his backyard building "cities." It sparked a career interest in planning and public service. He majored in geography in college and became a local government planner, working his way up to become City Administrator in two cities in Washington State.

Morton started a new chapter in his career in April, when he became Palm Coast's new City Manager. In the position, he manages day-to-day operations, puts together a budget for the City Council, and implements the priorities and direction of the City Council.

He values citizen input and engagement as he and his staff help the Palm Coast City Council maintain the community's exceptional quality of life and achieve its vision for the future. There's always a new challenge in local government, he said, and he believes in finding solutions in partnership with the stakeholders.

"Residents are our best tactical strategists. They have a passion and knowledge," he said. "I love to hear people's ideas, but also their ideas for solutions."

Morton came to Palm Coast with more than 20 years of experience in local government. He grew up in Florida, California and Washington, earning his undergraduate degree from Central Washington University. He earned an Executive Master of Public Administration degree from the University of South Dakota. He completed the Harvard Kennedy School's Senior Executive in State and Local Government program in 2017, and before that attended the Walt Disney Institute to learn the Disney approach for leadership and customer service engagement. He is an ICMA-credentialed manager through the International City/County Management Association and was recognized by ICMA for 20 years of executive service at the organization's annual conference in 2017.

Morton and his wife Wendy have two children. In his free time, he enjoys urban hiking - a perfect fit for Palm Coast's 130 miles of connecting, tree-lined trails!

Color, happiness and the **BAC**

In deciding her next step in life after her husband died of ALS, Cyndi Morelewicz knew she wanted two things: color and happiness. All signs pointed to art.

Morelewicz turned to the Palm Coast Business Assistance Center (BAC) as she prepared to open a franchise of **Painting with a Twist** - a studio offering fun art sessions for any skill level where a specific design is painted upon the step-by-step direction of artists. Her studio at Island Walk Shopping Center recently celebrated its first anniversary.



The Palm Coast BAC is a one-stop resource for the business community. Located at City Hall, it offers free business consulting services to people who want to start a business or already have one established. BAC consultants helped Morelewicz with permitting, licensing, financing, applications, crafting a business plan, researching demographics, leasing properties, and moral support. Now that she's been open a year, she still calls with questions on occasion, and recommends the BAC to others interested in starting a business.

Earlier this year, the BAC added new and expanded tools to aid local businesses - including a business-friendly website, step-by-step Business Guide to assist business owners and entrepreneurs alike, and Business Navigation Services to provide technical and permitting assistance. These free resources are available online at PalmCoastBAC.com. You can also schedule an appointment on the website or by calling 386-986-2499.

AND REMEMBER, BE LOCAL BUY LOCAL - to support local businesses, grow our economy and bring in sales tax revenue that funds trails, parks and streets and keeps our taxes down! Our share of sales tax revenues collected last year was \$8.1 million.

CITY DESK

Palm Coast Community Center in the Spotlight!

Palm Coast Parks & Recreation is excited to share the Community Center has been selected as a winner for the Florida Recreation Park Association Facility Showcase, which highlights newly designed or renovated park or recreation facility spaces that serve communities across Florida! The Community Center was fully renovated and its size was tripled last year, transforming it into a multi-generational facility offering more recreational activities than ever. **The showcase of all winners including Palm Coast can be viewed at frpa.org/mbr/facilityshowcase.**

July is Park and Recreation Month

Park and Recreation Month is the perfect time for us to showcase all of our fun activities. With more specialty camps and a variety of events, it truly is the summer to "Follow us to the Fun!" **Sign up at parksandrec.fun.**

Fireworks in the Park: Wednesday, July 3. Kick off your Independence Day celebration at Central Park in Town Center! Pack a picnic and enjoy family fun, games, music and food vendors starting at 6pm. New this year: a patriotic ceremony at 7pm. Bring your blanket and chairs to watch the colorful display beginning at 9pm.

FIFA World Cup Finals Watch Party: Sunday, July 7, 11am. Come to the Community Center to watch the FIFA World Cup Finals! \$1 admission includes snacks, giveaways and activities for kids.

Movie and Pizza Party (Adaptive Recreation): Friday, July 19, 6-9pm, at the Community Center. For ages 13+, this free adaptive recreation program is for youth and adults with intellectual disabilities.

Youth Fishing Derby: Saturday, July 20, 8am-1pm. Join us for free family fun, food and catch-and-release fishing for ages 15 and under at Waterfront Park. Various prizes will be awarded! Youth must be accompanied by an adult, and any adult actively assisting youth must have fishing license.

Tour de Palm Coast: Saturday, July 27, 8-10am. Free guided bike tour from Community Center along the scenic route of St. Joe Walkway and back.

Tennis Time!

Get your 'Game On!' at the Palm Coast Tennis Center! In celebration of Park and Recreation Month, enjoy half-price court fees throughout the month of July any time after noon on Tuesdays and Thursdays. Oh, and kids are free all of July any day of the week! Court space must be available. Check court availability or reserve space up to 3 days in advance at 386-986-2550.

Also in July is Learn 2 Play! - Free Kids Tennis at Holland Park. Free lessons for ages 7-10 will be 9-10am Saturdays during July, and for ages 11+ will be 10-11am Saturdays during July. **Come to the Holland Park Tennis Courts!**

About Temporary Modification of Water Disinfection Treatment Procedures:

In order to maintain reliability of our water distribution system, the Palm Coast Utility Department will temporarily change the disinfection process for its potable (drinking water) water supply. From Aug. 7-27, we will disinfect the water with free chlorine rather than combined chlorine/ammonia (chloramines). This helps to ensure the quality of the drinking water in the distribution system. During this period, customers may experience a slight increase in the taste and odor of chlorine. Customers on dialysis who use a proportioning machine to prepare dialysate are advised to contact their physician to obtain the appropriate steps to accommodate the change in water disinfection. Customers who have fish tanks or aquatic species are advised to contact a professional aquarist to avoid any problems associated with chlorine. **Call Customer Service at 386-986-2360 with any questions.**

Watch for Deer

Palm Coast Public Works crews have installed two deer warning signs along Palm Coast Parkway to alert drivers to be aware as they travel through the area. Palm Coast Parkway is dark at night, curved, and surrounded by vegetation that makes it much harder to see animals in the roadway. Neighboring areas serve as a habitat and harbor deer activity.

The non-vehicular warning signs are located east of I-95; one can be seen along the eastbound lanes of Palm Coast Parkway just west of the Community Center near Florida Park Drive - the other can be seen heading westbound on Palm Coast Parkway just after Palm Harbor Drive.





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Utility billing, garbage pick-up, streets, maintenance for city signs, street lights, sidewalks, potholes, swales and drainage, driveways/culverts, resurfacing, Code Enforcement, mowing, tree/fire mitigation, property maintenance, vehicle parking, trash on private property, irrigation ordinance, noise/pet issues.

Community Development

Planning 386-986-3736
Building Permits . . . 386-986-3780

Fire 386-986-2300

Parks & Recreation. 386-986-2323

Finance/Budget . . . 386-986-3723

City Clerk 386-986-3713

Communications/
Newsletter 386-986-3708

www.palmcoastgov.com

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At Your (Garbage) Service

The City of Palm Coast has been working closely this spring with Waste Pro, our contracted garbage collection hauler, to improve service for pickup of garbage, yard trash and recyclables. Two new garbage trucks were added for Palm Coast routes, and the pickup routes were shortened to make them more manageable and successful.

Customers are reminded that garbage and recyclables collection runs from 6am to 6pm. Garbage must be placed at the curb no later than 6am, or the evening before scheduled pickup, to ensure it's not missed. Waste Pro is unable to return to a route to collect garbage that was put out after that day's collection.

If Waste Pro misses your pickup, or you have any other concerns or questions, please contact Customer Service at customer-service@palmcoastgov.com or 386-986-2360. The City website - palmcoastgov.com/trash - is a great resource for info about the garbage pickup schedule, yard debris rules, recycling do's and don'ts, doorstep household hazardous waste pickup, bulk trash and white goods pickup. You can also sign up for Waste Pro Rewards for recycling!

Since it's summer and we're all working out in the yard, we're focusing this month on yard debris. This is one area where we get a lot of questions from our residents! Yard debris is picked up every Wednesday. You may pile it loosely in your yard next to the road or place it in containers. A loose pile must not exceed 3' wide by 3' tall by 12' long. Whether loose or in containers, the weight limit is 35 pounds, and tree limbs must be no longer than 5' and no wider than 6" in diameter. Grass clippings, leaves and pine needles must be placed in containers. Bagged debris is preferred by Waste Pro.

If your loose pile is larger than allowed, Waste Pro will tag the pile to explain the extra costs for removal. If you choose to have Waste Pro pick it up, payment will go directly to them. If you do not want to pay additional fees, you can place a portion of your yard trash out a little at a time for regular yard trash pickup. Any additional yard trash should be stored temporarily in your back yard.

Do not mix yard debris with rocks, lumber, garbage or paper. Remember: if you hire a landscaper or lawn service, they are responsible for removal of yard debris.



It's Hurricane Season Make a Plan



June is the start of the 2019 Hurricane Season. We remember all too well the effects of Hurricanes Matthew and Irma. Last year we saw the devastation of Florida's Panhandle with Hurricane Michael. Now more than ever it's important to stay up-to-date and ready for weather-related emergencies.

[Here are some helpful hints at keeping you prepared for hurricanes:](#)

- Keep your important documents such as insurance policies, medical and bank documents, medications and phone numbers together in a readily accessible to-go container.
- Before the storm arrives, determine if you will evacuate Palm Coast or shelter in place. If you stay, ensure that you have at least 3-5 days of food and bottled water for family and pets, charged mobile devices, flashlights, batteries, sanitizing home supplies and cash.
- When the power goes out, never run portable generators in an enclosed space such as a garage.
- Limit water usage during power outages if you have a residential PEP tank.
- Purchase a NOAA weather alert radio and program it with these frequencies for Flagler County: 162.400 or 162.425. Our specific area message encoding is 0102035. You can call 386-313-4250 for assistance with programming your NOAA weather alert radio.
- Sign up for AlertPalmCoast! **ALERTPalmCoast** is a no-cost service that provides Palm Coast residents a variety of emergency notifications - such as severe weather - based upon the address you enroll. This service allows you to customize your notifications and choose delivery methods that include phone calls, email, SMS/Text messages, and a downloadable app. Sign up at <http://bit.ly/AlertPalmCoast>.



The Palm Coaster

Milissa Holland - Mayor • Nick Klufas - Vice Mayor • Robert Cuff • Eddie Branquinho • Jack Howell Palm Coast, FL JUNE/JULY 2019



Message From The Mayor

Milissa Holland



The City of Palm Coast is becoming a **Smart City** on the cutting edge of new and exciting technology. Over the coming months, we will be transforming the way we connect with customers. Have you ever spotted a pothole and wished you knew how to report it to the City? Or been at the playground and noticed broken equipment but had no way to let anyone know?

A new way to connect with us is coming! **Palm Coast Connect** will go live this summer, giving you on-the-go access to City services and information and making it easy to report concerns using your smart phone, tablet or computer. You can even submit a photo, and the new portal allows you to track the progress of your submitted requests. You'll be our eyes and ears in the community - and we'll improve the quality of service as a result.

The City partnered with Coastal Cloud, a local technology company, to build this robust, innovative citizen engagement platform. In addition to requesting services, Palm Coast Connect will give you information on City services and programs, such as garbage and recycling, how to get a building permit, signing up for activities, or what to do if your PEP alarm goes off.

On the internal side, Palm Coast Connect will automate work orders and streamline the many software systems used by our departments. The technology uses geo-markers and integrates with Google Maps. It enables City crews to correct reported concerns quickly. And all of this occurs with Palm Coast Customer Service reporting the progress back to affected residents.

We plan to use the real-time data from the new system to help us gain insights to improve efficiency for faster response time, standardize internal processes and prioritize resources so that resources can be used more wisely. By tracking and measuring, we'll have the information we need to make better decisions to improve service delivery to our customers. The bottom line goal is to give you easy access to City services and provide the best customer service possible. We know you're busy and need to be able to reach us or get information when it's convenient for you. And we know you want to hear back from us when you report a concern. That's something we haven't been able to do easily in the past.

Along the way, you'll help your City become more efficient - and that saves all of us time and money. Your input will arm us with the information we need to better interact with every resident every time they call us or contact us online. And best of all you can learn more about your City and help Palm Coast learn more about you, so we can adapt and innovate to better serve our customers.

**So please watch for Palm Coast Connect - coming soon.
We're looking forward to connecting with you!**

