

**CITY OF BELLEVIEW
WORKSHOP MEETING
AGENDA**

**BELLEVIEW CITY HALL
COMMISSION CHAMBERS**

April 25, 2007

6:00 PM

Mayor TAMMY MOORE
Seat 1 MICHAEL GOLDMAN
Seat 2 KENNETH R. NADEAU
Seat 3 WILMA LOAR
Seat 4 CHRISTINE C. DOBKOWSKI

IF A PERSON SHOULD DESIRE TO APPEAL ANY DECISION MADE BY THE BOARD OR COMMISSION A VERBATIM RECORD OF THE PROCEEDINGS WHICH INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED MAY BE NEEDED. IT IS YOUR RESPONSIBILITY TO HIRE A COURT REPORTER TO MAKE A VERBATIM TRANSCRIPT, OR A TAPE OF THE MEETING CAN BE PURCHASED FOR \$5.00/TAPE AT THE CITY CLERK'S OFFICE. THE CITY IS NOT RESPONSIBLE FOR ANY MECHANICAL FAILURE OF RECORDING EQUIPMENT.

This meeting has been properly noticed *PD*

AGENDA

Strategic Planning Session

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STRATEGIC PLANNING

Mayor Moore introduced Jim Moyer, Kick It Up Solutions. Mr. Moyer asked if everyone was excited to be there and they would have some fun tonight even though it could be challenging.

Three years ago he began working with local governments on strategic planning. There were differences doing strategic planning for government vs. private businesses.

Mr. Moyer stated the purpose of strategic planning was to follow a mission. Like a picture, you see it today and tomorrow it may be different. We need a strategy to take it from the thinking process to the doing process. There was no right or wrong way to do strategic planning. He stated this process had to be committed to and the Commissioners agreed. We would put together an action plan and that would be use as a measuring tool.

Mr. Moyer stated it was important to work together as a team and you need to look at two things in an organization. The mission statement and motto. The mission statement states the mission of the organization. Mr. Moyer stated he felt that everyone should have their own mission statement because it sets a goal and you could measure your achievements.

Mr. Moyer asked everyone to review the City's mission statement and motto and if it could be used in the various departments. The consensus was that it could because they were all striving to make things better for the citizens.

Mayor Moore stated "the small town charm" could be maintained and that should be our goal.

Commission Loar agreed with the Mayor. Commissioner Nadeau stated he was not in agreement with the old Florida heritage since the Race Trac, and other large businesses were coming in. Commissioner Goldman stated he disagreed with Commissioner Nadeau because the City could maintain the small town charm because that was how we treat our citizens regardless of our size. Commissioner Dobkowski agreed that the City could maintain the current mission statement while managing growth. Mr. Shrum stated that the quality of life for the citizens impacts growth. You work to maintain that fine line.

Attorney Landt stated that he knew what small town charm was, but was not sure what old Florida heritage was. As the City grew, the architecture was not maintained in the new businesses so that statement could be confusing. There were no ordinances on the books to maintain the architecture

heritage, but the quality of life could be maintained. Mayor Moore stated that a lot of citizens moving into the area were not from Florida and may not know what that means.

1) Winter Hames, came forward and stated to change the mission statement may be a disaster for those of us from here. He loved the City and the people that work here. There were some small problems but he felt that the mission statement should be kept as it was.

2) Jim Calgary, came forward and stated he did not live in the City but he was impressed with what was going on in the City. You made a major step by placing sidewalks in the City and that improved the quality of life for the citizens.

Mr. Moyer stated what he was hearing was that the mission statement was a good goal and he commended the City on this, but leave it alone at this point and time.

Mr. Moyer asked how many citizens live here and how many do you expect in 2010. The consensus was in 2010 there would be 8000 people in the COB. The City would need more residential areas and infrastructure; more parks for citizens; reverse osmosis water system to pull from other sources; service roads to manage the traffic; revitalization of existing commercial businesses; public safety; improve the IT areas; WYFI technology and to update the comprehensive plan for the City. Mr. Moyer stated this caused you to look out into the future, but what you do to get there was strategic planning but now we have a vision.

Mr. Moyer stated next we would look at the strengths of the City. The following were determined after some discussion to be the strengths of the City:

Great customer feedback; Staff/Leadership; Striving for excellence with the citizens; Dedication; Teamwork; Change/Proactive, progressive attitude; Quality; Conservative base \$\$; Fun; Longevity/Knowledge; Motivated to improve, Commission and staff. Mr. Moyer stated they were excellent strengths for a City.

Attorney Landt stated as the Attorney he noted that Belleview was similar to other smaller cities and was motivated to improve the community. When looking at our peers, Belleview was better off than most cities its size in Florida.

Next, look at the weaknesses. The following were determined after some discussion to be the weaknesses of the City:

Planning/strategy; Lack of long term planning; Proactive intergovernmental coordination; Education/citizens; Training/Commission and staff; Police Department, self-contained; Collaboration/departments; Interdepartmental communications; Prioritization/funding; Management succession; Public Relations; Grants.

Mr. Moyer stated that he was impressed with the progress so far and he heard sincerity in the comments.

Mr. Moyer stated that the next thing was going to be opportunities that the City had to make to be a better place. The following were determined after some discussion to be the opportunities for the City: New City facilities; Open intergovernmental coordination; Annex undeveloped land; Manage economic Development; Offer technology to citizens; Tourism; Provide excellent customer service;

Revitalization of downtown; Funding/grant resources; Build parks/recreation; Personal interaction with Citizens; Planning and goal setting; Encourage affordable housing; Industrial park; Traffic patterns.

Mr. Moyer stated that the next thing was challenges because a lot of the opportunities were also challenges. The following were determined after some discussion to be the challenges for the City: Annex developed land; Funding, all areas; Water resources; Economic Development; Solid waste, sewer; Collaboration of citizens, businesses and staff; Planning- new development; Road development;

Mr. Moyer stated that now that the Commission understood the idea he asked if anyone in the audience wanted to come forward to make any comments.

1) A resident stated that in the small town where she came from there was a square, but where was downtown Belleview? Mr. Shrum stated they had to define that area and Mayor Moore stated that was one of our challenges. Mayor Moore stated maintaining was always a challenge. PWD Monroe stated that the quality of our infrastructure was currently up to date and on the cutting edge. We strive to improve our infrastructure when doing paving projects. However, the challenge was where the water was going to come from to put in those lines to service our citizens.

2) Ruth Lacone came forward and stated the motto was “the City with small town charm” and she would like it to see the City moving forward with the small town charm. She asked what the vision was for the down town area and the public forums were great but they needed to allow public input without the debates that take place.

Mr. Moyer stated the next step was to take all the above items: strengths, weakness, opportunities and challenges and move forward and discuss the following:

- 1) Planning for growth
- 2) Stewardship of resources, taking care of ourselves for the future building
- 3) Intergovernmental coordination/cooperation

Mr. Moyer stated that everyone should be thinking about the Goals/Action Plans for the next meeting.

Meeting was adjourned at 8:00 PM

ATTEST:

Sandi McKamey, MMC, CPM
City Clerk/Administrator