



## MINUTES

### **FORT MYERS BEACH TOWN COUNCIL TOWN HALL – COUNCIL CHAMBERS 2523 ESTERO BOULEVARD FORT MYERS BEACH, FLORIDA 33931**

### **MANAGEMENT AND PLANNING WORKSESSION**

**MINUTES**

**Wednesday, March 24, 2010**

**9 AM**

**I. CALL TO ORDER**

Mayor Kiker called the meeting to order at 9:05 a.m. Present with Mayor Kiker was Vice Mayor Raymond, Council members List, Mandel and Babcock along with Town Manager Stewart and Town Clerk Michelle Mayher.

**II. PLEDGE OF ALLEGIANCE**

All stood for the Pledge of Allegiance

**III. STRATEGIC PLANNING**

Town Manager Stewart addressed Council indicating he had provided them with a memorandum to follow and had staff members present to answer any questions that may arise during the discussion on strategic planning.

Mr. Stewart stated there were documents from 2007 and 2008 from work previously done in the past that may still be relevant and remain on strategic priorities.

Town Manager Stewart then reviewed a chart on Political Capital on

what had been done to gain the trust, the respect and the support of the people Council was dealing with which was the public in general. Mr. Stewart discussed the balance of the cost of a project against the public support of the project.

It was then noted by Mr. Stewart that the new customer service survey documents had arrived which would provide information to staff as to how Town Hall was doing with individual service. Mr. Stewart then recommended to Council that the Town participate in the National City Survey which was done by the ICMA, which was a very comprehensive questionnaire about all the elements of City Service and how people feel about that and provides good feedback on where people are concerned, and what issues they support.

Mr. Stewart asked Council to think in broad categories for their goals, such as transportation, parks and recreation or senior services as examples, then to break those down into subcategories.

Discussion ensued regarding prioritizing projects, costs involved and time element. Vice Mayor Raymond wanted to see the projects that were in progress completed before adding others.

Town Manager Stewart brought up the issue of costs, indicating since the Town was a small community there were restrictions on funding projects, with a 3 year restriction on debt unless there was a referendum.

Council discussed their different interpretations of the task of identifying strategic goals, priorities and projects connected with short term and long term time lines.

Discussion moved to the 2008-2009 goals with the first being to improve effectiveness and efficiency of government and the way it interacts with the community, with sub headings of effectively managing the people's money and how to effectively manage growth. The second was to become stewards of natural resources and the environment such as protect and beautify beaches, make the back bay more accessible and improve storm water management. The third goal was to provide a balanced and viable community which included reliably delivering potable water, provide transportation alternatives to help alleviate traffic congestion, provide a safe environment for all islanders and protect and preserve the island history.

Mayor Kiker felt the Council's job was complete in terms of putting a strategic plan together indicating it was now the staff's job to put a plan together.

Town Manager Stewart stated he felt the Council did good work but then asked the question of Council what they felt needed to be done with the disconnect between the residential and business sides of the Town.

Mr. Stewart addressed ongoing projects, new projects with high priority, and noted issues that had not been addressed. He felt he and staff needed additional guidance on the matter.

Discussion continued on how to proceed and with the Town Manager asking Council for a deliverable like what Council created before, asking Council if they felt there were shifts or changes that needed to be placed within their previous outline of priorities.

*Council Breaks at 10:22 a.m. Council Reconvenes 10:40 p.m.*

Mr. Stewart indicated that staff could work with the Council's prior document of priorities and once again asked if there were items on the document that were no longer a concern or if there were items that were not on the document that Council would like added. Mr. Stewart went on to note that he intended to bring forward a proposal for 'lean government' which would fall under Council's goal #1 to improve the effectiveness and efficiency of government and the way it interacts with the community.

Councilmember Babcock felt the need to focus on strategic objectives and direction for the Town Manager. Councilmember List indicated her priorities were the health and safety of everyone on the island as well as the promotion of synchronicity rather than division between various factions in the Town. Vice Mayor Raymond indicated he had no problem with the goals but noted the need for a good business plan. Councilmember Mandel passed out a memo noting strengths, weaknesses and opportunities.

Town Manager Stewart indicated the Town was at a dangerous point as the community had evolved to the point where it was time to ask the hard questions one of which was, was it time to refine itself, noting there were limited resources to do just that. The Charter and Comp Plan provided ways to do it, however to be successful there was the need for information regarding community support as well as financing.

Mayor Kiker gave a history of the Town Charter, his feelings for the need of a new plan and the need to become action oriented.

Vice Mayor Raymond voiced his desire to go forward with a referendum for the water utility.

Councilmember Babcock indicated his priorities were water utility, storm water, communication and on going projects, noting he would like to see the Mound House and Beach Management addressed.

Mayor Kiker felt the need for the development of information to use to see where the Town was financially and how much would need to be

borrowed to do all the things that needed to be done.

Discussion continued on providing information for staff to move forward as well as to begin work on the budget.

Vice Mayor Raymond stated his priority was to get projects completed that were already on going.

Councilmember Mandel provided the following items for his priorities: water utility along with the referendum, the budget process along with a business plan, the clean up of on going projects, safety and transportation, communication encompassing the new surveys, storm water and ending with Seafarer's.

Council continued the discussion of their priorities, a business plan and how to pay for the projects discussed with Councilmember List stating her priorities were storm water management and the water utility as both of the projects would affect many aspects of life on the island. Councilmember Babcock then indicated what needed to be accomplished was a 5 year CIP, a 5 year operations plan and communications.

Town Manager Stewart then enumerated what he now had was the work Council did 2 years ago as a solid base, the top items outlined by Council as water utility, storm water, communication, clear up ongoing projects, develop financial worst case scenario, business plan and Seafarer's.

Mr. Stewart then asked Council to keep in mind revenue diversity, which was something that needed to be kept in the forefront, looking for a better way to deal with it.

Mayor Kiker began to discuss the agendas, agenda management and the process being used before the packet is published.

A discussion on handling the Consent Agenda began with Councilmember Babcock suggesting the meeting minutes be voted on separately from other items. Council also discussed the need to allow the public to make comment on any of the Consent Agenda items before Council voted on them.

Email procedures were then discussed and the proper way to handle them.

*Council adjourned the worksession at 12:20 p.m.*

*Adopted*

*Norm Babcock/List*

*Vote 5-0*

*4-19-10*

*Michael Wagner*