

**1. Discussion Objective:**

**Work Session Date: Sep 2, 2014**

Determine the next course of action for the goals and vision and mission statements which resulted from the June 9, 2014 Strategic Planning Session.

**2. Submitter of Information:**

- Council
- Town Staff
- Town Attorney

**3. Estimated Time for this item:**

20 Minutes

**5. Background:**

On June 9, 2014, the Town Council, Town staff and members of the Beach community met in a strategic planning session under the facilitation of Dr. Robert Lee. The session resulted in the development of a vision statement, a mission statement and ten (10) goals for the Town. Town Council has indicated a desire to discuss how to move forward, whether to accept and adopt these statements and goals, modify or amend, reject, or other course of action.

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
						

CONSOLIDATED GOALS FROM STRATEGIC PLANNING SESSION

TOWN OF FORT MYERS BEACH – JUNE, 2014

1. Develop world class town staff with clear consistent policies and procedures
2. Promote and maintain an internal culture of excellent service
3. Demonstrate fiscal responsibility combined with vision
4. Conduct a thorough review of ordinances and codes
5. Identify infrastructure priorities and develop a fiscal plan for implementation
6. Meet public safety needs with systems for clean, potable water and storm water
7. Provide necessary space for town employees and government function via new/remodeled town hall
8. Mitigate traffic congestion and provide for well lit and safe pedestrian and bike usage
9. Maintain and protect our environmental resources
10. Preserve the character of our island community and its cultural resources

## **VISION STATEMENT**

Fort Myers Beach is a barrier island community dedicated to promoting a safe, vibrant “small town” and preserving our natural and cultural environment.

## **MISSION STATEMENT**

The Town shall work cooperatively and collaboratively with its citizens, businesses, organizations and other governments to increase public safety, enhance our natural environment and cultural amenities in a professional and fiscally responsible manner and consistent with regulations.