

RESOLUTION NUMBER 17-34

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF
FORT MYERS BEACH, FLORIDA ADOPTING A STRATEGIC PLAN**

WHEREAS, Beginning in June, 2017 through a series of three facilitated special meetings, the Town Council researched, discussed and developed a “strategic plan” to serve as a “blueprint” to focus Town efforts to promote the health, safety and welfare of all citizens and visitors to our Town; and,

WHEREAS, This Strategic Plan with its emphasis on promoting clean, safe neighborhoods, Town financial strength and viability, asset management and transportation planning will guide the Council and the Town Administration in setting project priorities into the future; and,

WHEREAS, The Plan is sufficiently flexible to allow for response to unknown events and contingencies as such events may occur.

NOW, THEREFORE, BE IT RESOLVED by the Town Council of the Town of Fort Myers Beach, Florida that:

1. The Town Strategic Plan, attached hereto and made a part hereof, is adopted.
2. The Town Manager is authorized to proceed to execute the Plan elements with the priorities set therein.
3. The Town Manager shall report to the Town Council, no less than quarterly, progress on those priorities as stated therein with any recommendations.
4. Town Council shall review the Plan no less than annually, for continued viability and consistency considering budget feasibility and priority changes necessitated by events now unknown or anticipated.

THE FOREGOING RESOLUTION was adopted by the Town Council upon a motion by Council Member Cereceda and seconded by Council Member Butcher and upon being put to a vote, the result was as follows:

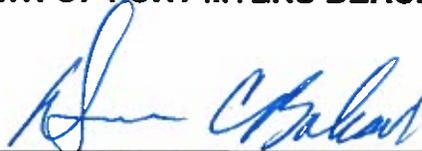
Dennis C. Boback, Mayor	aye	Tracey Gore, Vice Mayor	nay
Bruce Butcher, Council Member	aye	Anita Cereceda, Council Member	aye
Joanne Shamp, Council Member	aye		

DULY PASSED AND ADOPTED on this 6th day of November, 2017.

ATTEST:

TOWN OF FORT MYERS BEACH

By: 
Michelle Mayher, Town Clerk

By: 
Dennis C. Boback, Mayor

Approved as to form

By: 
Peterson Law Group, Town Attorney

The Town of Fort Myers Beach



Our Mission and Vision

Proposed Mission

We protect and enhance our island community and its vibrant quality of life.

Proposed Vision

The best small-town beach community: beautiful, enjoyable, unique.

Success at the Town of Fort Myers Beach means:

- We are recognized and respected for our community's quality of life.
- We provide service levels to meet our community needs in a fiscally responsible manner.
- Our financial, environmental, cultural, and community assets are protected and enhanced.
- We obtain and effectively use feedback to be proactive and responsive.
- We responsibly manage change to sustain our vibrant community.

TOWN OF FORT MYERS BEACH STRATEGIC PLANNING DOCUMENT

CORE AREA 1		STRATEGIC OBJECTIVES		Lead	Target Date
Quality of Life	Focus Areas	Goals			
1. Clean, Safe, Orderly Neighborhoods	1. Short Term Rentals	1. Develop an ordinance for rentals.		Roger Herrstadt	10/31/2017
		2. Conduct a Public Workshop (first and second reading)			11/30/2017
		3. Adopt by vote of Council.			11/30/2017
		4. Town Manager to oversee implementation and complete.			1/1/2018
	2. Property Maintenance	1. Present Code Enforcement Policy/Process to Town Council M&P.		Roger Herrstadt	2/28/2018
		2. LPA Review and Town Council			3/31/2018
		3. Hearings			4/30/2018
		4. Fully implement.			6/1/2018
	3. Beach/Bay Policy for Ends-of-Streets	1. Comprehensive Plan/LDC review and FEMA regulations report to be presented to Town Council M&P for policy direction.		Roger Herrstadt	3/31/2018
		2. Present Policy Document/Ordinance to Town Council M&P.			5/31/2018
		3. Town Council adoption.			6/30/2018
	4. Docks and Canals	1. Present list of applicable canals and current applicable LDC regulations to Town Council M&P for policy direction on docks and canals.		Roger Herrstadt	11/30/2017
2. Report on environmental regulations, permitting and non-ad valorem tax implementation procedures to Town Council M&P.				11/30/2017	
3. LPA Review				12/31/2017	
4. Present amended LDC/Administrative Code regulations to Town Council.				1/31/2108	
5. Town Council adoption.				5/31/2018	
6. Funding discussion - options/alternatives				9/30/2018	

2. Transportation	1. Traffic Flow to include left turns, opening Center Street, One-way Fifth Street	1. Council discussion - Eliminate left turn from Estero to fifth street	Council to approve test run	8/22/2017
		2. Council discussion - Make Fifth street one way from Estero to Old San Carlos	Public Works	8/22/2017
		3. Council discussion - Make North Estero left turn only onto Old San Carlos	Council to approve test run last week January	8/22/2017
		4. Council discussion - Open Center street		8/22/2017
		5. Consider making trolley lane only to allow right turns onto Old San Carlos/Center Street for both trolleys and vehicles	Staff to generate letter to judge interest	11/30/2017
		6. Remove light at bottom of bridge	Staff to generate letter to judge interest	11/30/2017
2. Comprehensive Parking Plan	3. Intermodal Transport to include bikes, sidewalks, trolleys.	1. M&P Discussion and framework to give staff direction to bring back recommendations	Council	10/31/2017
		2. Staff recommendations and ordinance	Staff/Town Attorney	
		3. Council adoption and set first hearing.	Council	TBD
		1. M&P discussion and framework to give staff direction to bring back - to include items 2, 3, 4, below.	Staff/Town Attorney	12/31/2017
		2. All bikes to have lights and warning device including all rental bikes		
		3. Ban electric bikes from riding on sidewalks		
		4. Ban pedicabs and other bike powered vehicles		
		5. Staff recommendations and ordinance - first M&P	Town Council	1/31/2018
3. Intermodal Transport to include bikes, sidewalks, trolleys.	5. Work with Lee County/State to provide trolley lane only from Park & Ride	7. Review functionality and make recommendations for Estero Blvd.	Staff	2/28/2018
		8. Council adoption and set first hearing.	Council	TBD

CORE AREA 2	STRATEGIC OBJECTIVES				
Financial Viability and Strength	Focus Areas	Goals	Lead	Target Date	
	1. Subsidization of Parks and Cultural Resources (Mound House, Newton House, Bay Oaks, Pool, Mooring Field)	Make a policy decision on subsidization.	Roger Herrstadt	9/30/2017	
	2. Payroll Budget – Control Salaries and Benefits	1. Review position count and make a determination on number of staff needed. 2. Right size salaries and benefits. 3. Look at workload measures and service delivery.	Roger Herrstadt Roger Herrstadt Roger Herrstadt	9/30/2017 9/30/2017 6/30/2018	
	3. Capital Improvement Plan (CIP)	Determine to financially support a pay-as-you-go capital improvement plan or accrued method.	Roger Herrstadt	9/30/2017	
	4. Reserves	Ensure Town's reserves meet or exceed minimal level required.	Roger Herrstadt	9/30/2017	
	5. Alternative Funding Sources	Make a determination whether to invest in securing external funding sources to fund infrastructure projects and programs.	Roger Herrstadt	9/30/2017	
	6. Develop long-range plan to present to TDC.	Seek long-range funding for Town Vision.	Roger Herrstadt	3/31/2108	
CORE AREA 3	STRATEGIC OBJECTIVES				
Asset Enhancement and Protection	Focus Areas	Goals	Lead	Target Date	
	1. Potable water system	1. Develop a project management process. 2. Agree on process and complete M&P including time line for completion and budget review.	Roger Herrstadt, Bruce Butcher	9/30/2017 10/31/2017	

2. Create a Public Outreach Strategy	1. Collect feedback at point of service locations to include Town Kiosks at public events, public and private locations where "How are we doing?" cubes hold comments from visitors, residents, and business owners. 2. Outreach to Chamber of Commerce and other organizations 3. Include use of feedback when making decisions and reviewing goals, in Public Outreach Strategy 4. Conduct a Council work session to decide on content for Annual Survey. 5. Mail annual survey to every property owner. 6. Explore utilizing social media for pushing town announcements and information.	Roger Herrstadt	6/30/2018
3. Effectively use technology where applicable	1. Determine what is needed to maximize the potential of our existing audio-visual system so that meetings are audible and clear. 2. Purchase additional equipment if necessary to improve broadcasts. 3. Explore additional channels for broadcasting Council Meetings.	Roger Herrstadt	12/31/2017
		Michelle Mayher	1/31/2018
			10/31/2107