



City of Venice

401 West Venice Avenue
Venice, FL 34285
www.venicegov.com

Meeting Minutes City Council

Friday, February 21, 2014

8:00 AM

Venice Community Center

STRATEGIC PLANNING SESSION

CALL TO ORDER

Mayor Holic called the meeting to order at 8:03 a.m.

ELECTED OFFICIALS AND OTHERS PRESENT

The following elected officials were present: Mayor John Holic, Vice Mayor Emilio Carlesimo, and Council Members Bob Daniels, Jeanette Gates, Jim Bennett, Dave Sherman, and Kit McKeon.

Also present: City Attorney Dave Persson, City Clerk Lori Stelzer, City Manager Ed Lavallee, Information Technology Director Jeff Bolen, Director of Historical Resources James Hagler, Utilities Director Len Bramble, Airport Administrator Chris Rozansky, Police Chief Tom McNulty, Fire Chief James Warman, City Engineer Kathleen Weeden, Public Works Director John Veneziano, Finance Director Jeff Snyder, Building Official Vince LaPorta, Marketing and Communications Officer Pam Johnson, Director of Administrative Services Alan Bullock, Recording Secretary Judy Gamel, and Facilitator Betsy Steiner.

NEW BUSINESS

SP-1

Strategic Planning: Facilitator Betsy Steiner

Ms. Steiner reviewed her background, strategic planning objectives, and the meeting agenda, noted that defining objectives would be worked on at the Monday session, and answered board questions regarding adopting strategic plan goals and staff responses.

Discussion followed on meeting the needs of area youth, responding to public input, public parking problems, making Venice golf cart friendly, engaging older residents, affordable housing, and possible revisions to the city's vision statement.

Council broke into two groups from 8:45 a.m. until 9:01 a.m. to discuss the following definitions of live, learn, work, and play:

Live - to promote and enhance walkable, bikable, multi-modal alternative

transportation; promote a safe environment; upgrading existing facilities, and upgrade to five-star level.

Learn - to promote continuous learning for all generations via the city website.

Work - encore careers, medical research, ancillary elderly and medical services, in-home electrical training, expand SCORE, encourage high tech (WiFi), pedi cabs, and eco tours.

Play - multi-use playgrounds, multi-use/generational bandstands, adequate free parking, meeting places for youth, boat tours/paddle boats, improve playground facilities, and gondola rides.

Discussion ensued regarding water-based activities, expansion of beach activities, maintaining the historic character of Venice, the meaning of a vibrant and charming community in which to live, learn, work, and play.

Recess was taken from 9:21 a.m. until 9:28 a.m.

Discussion ensued on the vision statement, maintaining historic buildings, commercial districts, major development taking place off of the island, and the need for the vision to focus on the city as a whole.

Without objection, council members agreed to retain the current vision statement.

Discussion followed on the city's goals, the meaning of a sustainable city, the mission and vision of both community and government, financial development, growing vs. maintaining quality services, sustainable city government, government limits, industry attractors, housing increases, population growth, the majority vote to remove Sustainable City, high efficiency government, and employee recognition.

Discussion ensued from staff on policy makers, maintaining and upgrading city infrastructure and facilities to include funding, the concept of team, competent employees, exceptional services, the historic value of the city, health and safety, community economy, youth outreach, commercial development, identification of challenges, being a blue ribbon employer, and the need to preserve the city's historic character.

Council further discussed rebuilding from the 2030 plan or starting fresh, achieving Partnering for Success, and growing the building department.

After identification of the goals, council reviewed the Score Card to determine accomplishment of and goal retainability.

Discussion of Priority 1 included use of reserve funds, balancing the budget, council changing the budget by vote, and looking at how the

goal is defined and measured.

Discussion of Priority 2 included the goal being an ongoing task, director goals, state laws regarding the revision of a comprehensive plan and Land Development Regulations (LDRs), task one becoming the objective, and whether the LDR's or the comprehensive plan should take priority.

There was consensus to place the comprehensive plan as a priority over LDRs.

Discussion took place on Priority 3 to include the status of pension issues, and changes to the task verbiage.

There was consensus to carry over Priority 3 through 9 and that Priority 10 is complete.

Recess was taken from 10:56 a.m. until 11:08 a.m.

Ms. Steiner identified the objectives, and asked council to prioritize them for review.

Discussion followed on objective four regarding the identification of property that can be used for environmentally sensitive land, and additional verbiage to plan for and implement conservation measures. It was noted that objectives six through eight are still valid, the verbiage for objective nine should be "develop" a Harbor Management Plan, objective ten is still valid with verbiage changed to "construct" Legacy Park and the removal of 1. Stakeholders, objective eleven should include partnership with Sarasota County and the City of North Port, objective twelve to be placed in Goal #4, objective thirteen is still valid, and that objective eleven should include maintain and upgrade bicycle and pedestrian facilities.

Recess was taken from 11:45 a.m. until 12:06 p.m.

Discussion followed on the need to enforce landscaping regulations when approving site plans, implementation of the Harbor Management Plan, fueling facilities, island gateway maintenance, maintaining historic vegetation, limitations to Parks and Recreation Advisory Board activities, separate objective for maintaining gateways, development of a tree protection ordinance, and encouraging city maintenance of medians.

In regards to Goal #3, discussion took place on removing objective one and four, objective eight to include customer feedback on employee performance, disbandment of the Partnering for Success Stakeholder's Group, the need to focus on the building department, and the City Manager handling the Employee Ambassador and Partnering for Success programs, removal of objective eight and nine, increased revenues regarding the hot dog stand, and employee benefits program. Further discussion ensued on a satellite building department, demands

exceeding the existing capacity, impacts on operations, aligning staffing and funding levels with service demands, and employee morale.

Discussion on Goal #4 included the removal of objective one; utilities, and objective three, approving the appearance of downtown Venice, and it was noted that Goal #4 is complete.

Mayor Holic left the meeting at 1:18 p.m. and returned at 1:20 p.m. Mr. Carlesimo left the meeting at 1:19 p.m. and returned at 1:21 p.m. Ms. Gates left the meeting at 1:20 p.m. and returned at 1:24 p.m.

Discussion followed on objective two regarding branding and marketing, Circus Arena property, the city facilitating additional parking proposals, having enough business to attract hotel development, and a marketing plan for tourism or development. Objective two and three were removed from Goal #1.

Ms. Steiner stated that tasks would be reviewed at the Monday, February 24, 2014 session.

AUDIENCE PARTICIPATION - 2:00 P.M. (3 minutes per speaker)

No one signed up to speak.

ADJOURNMENT

There being no further business to come before Council, the meeting was adjourned at 1:57 p.m.

ATTEST:

Mayor - City of Venice

City Clerk