



# City of Venice

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

## Meeting Minutes City Council

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Friday, March 9, 2018

8:30 AM

Village on the Isle

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### Strategic Planning

#### CALL TO ORDER

A Strategic Planning workshop of the City Council was held at this date at Village on the Isle. Betsy Steiner served as facilitator. The meeting began at 8:30 a.m.

#### ROLL CALL

**Present:** 7 - Mayor John Holic, Council Member Jeanette Gates, Vice Mayor Bob Daniels, Council Member Richard Cautero, Council Member Fred Fraize, Council Member Charles Newsom and Council Member Margaret Fiedler

#### ALSO PRESENT

City Manager Ed Lavallee, City Clerk Lori Stelzer, Recording Secretary Mercedes Barcia, Assistant City Manager Len Bramble, Finance Director Linda Senne, Controller Joe Welch, and Human Resources Director Alan Bullock.

#### PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Mayor Holic.

#### I. NEW BUSINESS

##### 2018-01

##### Introduction

Mr. Lavallee provided a brief introduction and noted the meeting format.

Ms. Steiner commented on the strategic planning process.

Discussion took place regarding strategic goal expectations to include decisions being in line with plan, being a safe city, identifying items that can be changed, providing a financially stable community and planning for the future, employee interaction with subcontractors, being realistic and flexible, balancing goals, having benchmarks, long and short range plans, identifying priorities, scheduling quarterly reviews of the strategic plan, communication with residents, and discussing controversial subjects.

##### 2018-03

##### Summarize Major Efforts/Projects in 2017 and 2018

Mr. Lavallee spoke on 2017-2018 projects and activities to include lime pit removal, museum and archives building, utilities water lines, automated trash collection, fire department vehicle, and bond validation.

Discussion followed regarding the city's bond rating.

Mr. Lavallee commented on scheduling strategic planning quarterly updates, and spoke on 2016 projects, initiatives, and activities to include Ajax property purchase, and the Hamilton Condominium complex.

Discussion followed on the Hamilton Condominium complex to include building cost and market value.

Mr. Lavallee spoke regarding public safety pension liability.

Mr. Bullock commented on new employee and retiree pension plans.

Mr. Lavallee spoke on police department staffing and attrition, South Jetty, library-museum/archives, airport festival grounds, post office relocation, fleet and facility depreciation, and parking expansion.

Discussion took place regarding downtown business parking needs.

Mr. Lavallee spoke to strategic planning and budget preparation for fiscal year (FY) 2019 to include the parks interlocal agreement and the public safety facility.

Discussion followed on annual operating costs to maintain the public safety facility, energy cost, and building design.

Mr. Lavallee spoke regarding the public works building, solid waste and recycling facility relocation, replacement of fire station no. 1, historic resources facility, Hamilton building, Ajax property, homestead exemption, extraordinary mitigation fees (EMF), and police and fire impact fees.

Discussion followed on city revenues.

Mr. Lavallee commented on the Circus property and shoreline protection, and spoke regarding a paradigm for strategic decision making and strategic approach to future decision making.

Ms. Steiner requested council members to list and provide their top three to five priorities.

Recess was taken from 10:06 a.m. until 10:27 a.m.

Ms. Steiner presented and reviewed the top priorities provided by council.

2018-02

Review and Update Adopted Goals, Objectives, and Tasks

Ms. Steiner reviewed strategic goals in the strategic plan.

Discussion followed regarding the parks interlocal agreement, goals, strategic partnerships and financial benefits, the city's relationship with the county, building collaborative relationships with other governmental entities, and consolidating goals.

Ms. Steiner asked council to review the mission and vision details and make recommendations to discuss next Friday.

Goal One: Keep Venice Beautiful and Eco-Friendly

Objective 1: Maintain pristine beaches and gulf waters

Discussion took place regarding beach renourishment funding, Siesta Key and Caspersen Beach parking, advocating for alternative funding for future beach renourishment, cost sharing with other municipalities, separating beach categories, Nokomis Beach, and designating revenue sources for maintenance and renourishment of Caspersen Beach, South Jetty, Venice Avenue Beach, and Brohard Park.

Mr. Lavallee spoke to applying impact fees for shoreline protection.

Objective 2: Improving gateways to historic downtown and Venice

Discussion followed regarding bridge gateways.

**There was consensus to remove Task 1, assign identification of gateway areas to the parks and recreation advisory board.**

**There was consensus to add item b) to Task 2 to read "work with and hold other entities accountable for gateway maintenance and replacement plan".**

**There was consensus to add "with developers and homeowner associations (HOA)s" to the end of Task 5.**

**There was consensus to add "through code amendments and code enforcement" to the end of Task 4.**

**There was consensus to add "in coordination with land development regulations (LDR)" to the end of Task 3.**

**There was consensus to remove Task 6, develop and implement an "adopt-a-gateway" program.**

Objective 3: Plan for and maintain parks and public property

There was consensus to modify Task 1 to read "Finalize and adopt a master parks plan".

There was consensus to remove Task 2, develop and implement a signage plan to recognize local service clubs and volunteer groups who assist with park and traffic island maintenance, and Task 3, coordinate and partner with bridge owners for bridge maintenance.

Discussion followed regarding adopt-a-park program and Friends of Pinebrook Park.

Mr. Lavallee noted the mechanism to adopt-a-park will be publicized to residents.

There was consensus to modify the language in Task 4 to read "Develop, implement, and publicize through numerous outlets an adopt-a-park program, including pocket parks".

Objective 4: Create a plan and implement conservation measures

Mr. Bramble commented on the energy audit.

There was consensus to modify Task 1 to read "Complete an energy audit to identify potential reductions in energy consumption and present findings for implementation and cost savings".

There was consensus to modify Task 2 to read "Identify eco-friendly enhancements for current and future use of energy".

Discussion followed regarding LEDs, hurricane hardened building standards, and open space and conservation.

There was consensus to modify Task 3 to read "Continue to monitor a future land use and zoning designation to allow for conservation and preservation of land"

There was consensus to remove Task 4, in coordination with the comprehensive plan, determine the common definitions of conservation preservation, open space, and green space, and Task 5, identify and collaborate with agencies having expertise on conservation and open space.

There was consensus to add "continue to" to the beginning of Task 6.

Objective 5: Develop and implement a comprehensive traffic management plan

There was consensus to remove Task 4, analyze special events impact on traffic

flow and identify ways to alleviate problem areas, Task 5, identify and utilize available county resources to support studies, and Task 7, evaluate external funding for use of a city trolley system.

Recess was taken from 12:11 p.m. until 12:54 p.m.

Goal Two: Provide Efficient, Responsive Government with High Quality Services

Objective 1: Improve and Enhance Relationships with Outside Entities

Discussion took place regarding the city's relationship and communication with Florida Department of Transportation (FDOT) and contract bidding process.

**There was consensus to modify the language in Task 2 to read "Improve and enhance relationship with and communication for oversight with FDOT".**

Discussion followed on improving the relationship and communication process with the county.

Mr. Lavalley spoke regarding the county's communication structure.

Discussion continued on improving communication with the county and finding additional funding sources.

Mr. Bullock commented on labor negotiations.

Discussion continued regarding the city's relationship with the county, termination of the parks interlocal agreement, establishing a formalized communication process, and revisiting item next Friday.

Objective 2: Provide adequate staffing levels to meet increased demands in affected departments

**There was consensus to remove Task 2, identify strategy to mitigate attrition of trained police officers; establish promotional plan to attract and retain high quality candidates.**

**There was consensus to modify Task 3 to read "Continue to evaluate alternative funding sources for the fire department".**

**There was consensus to remove Task 5, survey employees on work related conditions, to inform decision making on human resource matters.**

Discussion took place on addressing constituent concerns, SeeClickFix, and best practices used by other municipalities.

**There was consensus to modify Task 6 to read "Complete formal process for addressing constituent concerns and making sure the issue is closed".**

**There was consensus to remove Task 7, city's Emergency Operations Center (EOC) to provide an annual update on emergency preparedness.**

Discussion took place on conducting a virtual town hall meeting and electronic surveys.

**There was consensus to modify Task 8 to read "Investigate opportunities to solicit citizen feedback through a virtual town hall meeting, electronic survey, or similar process".**

Discussion took place regarding special events coordination.

**There was consensus to remove Task 9, coordinate special event scheduling with Sarasota County.**

Goal Three: Ensure a Financially Sound City

Objective 1: Maintain a balanced budget without the use of reserve funds

There were no changes to the tasks under objective 1.

Objective 2: Continue to evaluate, adopt and adhere to clear fiscal policies and performance standards

**There was consensus to remove Task 1, ensure presentation of annual pension fund report from pension boards, Task 2, provide quarterly updates on impact and extraordinary mitigation fees, and Task 7, place all newly purchased vehicles on a depreciation schedule starting FY17.**

Discussion took place regarding the Florida Retirement System (FRS) and the annual required contribution (ARC), budget and pension funding, defining current and additional revenue sources in the budget, and budget guidelines.

**There was consensus to modify Task 4 to read "Define current and additional revenue sources in budget and define how those revenue sources may be utilized".**

Discussion followed on estimating revenue from new property owners and having finance staff present the data next Friday, capitalizing reserves, and inflation versus revenue.

Recess was taken from 2:16 p.m. until 2:30 p.m.

**Goal Four: Upgrade and Maintain City Infrastructure and Facilities**

**There was consensus to remove Objective 1, Maintain the airport as a top-notch general aviation facility, and Task 1, provide policy support to advance the mission of the airport.**

**There was consensus to modify Objective 3 to read "Coordinate LDRs with the comprehensive plan".**

**There was consensus to remove Task 2, collaborate with Sarasota County on improvements to the outside of the Hamilton building, establish budget for facility maintenance obligations; site management, parking development; and consider future uses.**

**There was consensus to remove Objective 5, evaluate implications of relocating public works, Objective 8, develop plan to educate citizens on the road and public safety bond referendum; develop debt schedule for payback, Objective 9, consider strategies to create partnerships to promote and support a new library/museum/archives complex in Venice, and Objective 10, consider strategies to maximize effective use of festival grounds property at the airport.**

Discussion took place on adding a task to utilize the recently completed facilities condition assessment report to execute infrastructure improvements, adding item to the next council agenda for council approval, and finance staff providing consultant cost to council.

**Goal 5: Encourage and Support a Growing, Diverse Economy**

**Objective 1: Continue to promote positive relationships with governmental agencies and community organizations.**

**There was consensus to remove Task 1 A., support business strategies to areas outside of the central business district.**

**There was consensus to modify Task 3 to read "Create an investment strategy plan for the Seaboard or gateway areas.**

**Goal 6: Preserve the Venice Quality of Life through Proper Planning**

**There was consensus to modify Objective 1 to read "Rewrite the land development code (LDC) to support the comprehensive plan".**

**Objective 4: Devise a strategy to develop historic preservation and identification projects**

Discussion took place regarding having a comprehensive plan of all historical structures, tax incentive criteria for historical properties, national register for historic sites, advisory board collaborating on projects, and revisiting Task 1 regarding inventory of historic structures and monuments

next Friday.

**There was consensus to modify Task 2 to read "Develop criteria for evaluating projects including funding resources, feasibility and timeline for project development".**

Objective 5: Support and engage area youth in their interests through city resources and community events

Discussion took place regarding paid interns, scholarships, defining criteria for paid internship programs, and volunteer waivers.

**There was consensus to modify Task 2 to read "Evaluate a paid internship program for high school students".**

Objective 6: Examine projected future growth, services and infrastructure requirements for residential expansion and retail growth in the northeast corridor

Discussion took place on developments and petitions, city growth, amenities, comprehensive plan, and open space, and LDC.

**There was consensus to move Task 1, through agreements, transfer maintenance of common areas from the city to homeowner associations, to the LDR section.**

Ms. Senne noted \$25,381 was the consultant cost for the facility condition assessment.

Mr. Lavalley spoke to staff expectations, updating the city's website, and council providing staff with guidance.

Ms. Steiner noted the items that will be addressed next Friday.

[2018-04](#)

Review Process for Creating Tasks, Determining Priorities, and Reporting Progress

This item was not discussed at this session.

[2018-05](#)

Rules and Responsibilities of Advisory Boards

This item was not discussed at this session.

[2018-06](#)

Review Revenues

This item was not discussed at this session.

[2018-07](#)

Examine Expenditure Status

This item was not discussed at this session.

**II. AUDIENCE PARTICIPATION WILL BE HELD AT 12:45 P.M.**

No one signed up to speak.

**III. ADJOURNMENT**

The meeting was adjourned at 3:53 p.m.

ATTEST:

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Mayor - City of Venice

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City Clerk