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MINUTES OF A SPECIAL MEETING
STRATEGIC PLANNING WORKSHOP
CITY COUNCIL, VENICE, FLORIDA

MARCH 27, 2013

A Strategic Planning Workshop of the City Council was held this date in Community Hall at Venice City Hall, 401 West Venice Avenue, Venice, Florida. Bob Bessom served as facilitator. The meeting began at 9:02 a.m.

ELECTED OFFICIALS AND OTHERS PRESENT

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

Also present: City Clerk Lori Stelzer, City Manager Ed Lavallee, and Recording Secretary Judy Gamel.

PLEDGE OF ALLEGIANCE

Pledge of Allegiance led by Mayor Holic.

I. PURPOSE AND DESIRED OUTCOMES

Mayor Holic explained the purpose of this workshop was to adopt strategic planning goals and he also reviewed the process for establishing the current objectives.

II. REVIEW PROPOSED TOP FIVE SHORT-TERM OBJECTIVES

<u>Short Term Objective No. 1; Goal 3, Financially Sound City with High Performance Organization; Objective 1, Maintain a balanced budget without the use of reserve funds</u>

Tasks:

1. Develop Fiscal Year 2014 Budget

    a. Differentiate between minimum required reserves and extra reserves.

Discussion followed relating to maintaining a balanced budget, unallocated funds, use of reserve funds, maintaining high performance and balanced budget, raising taxes versus utilizing reserves, discretionary funding, maintaining reserves, and general fund balances.

b. Continue reviewing budget for cost savings.

Council members discussed guidelines, reviewing the budget line by line, revising verbiage, and consolidation of services with Sarasota County.

c. Examine annual payouts, comp time, vacation, and sick leave.

Discussion ensued regarding utilizing consultants familiar with governmental processes, establishing policies for the future, personnel costs, union policies, and overtime.

There was CONSENSUS to consolidate 2a. and 2b (Consolidation Issues).

After discussion, there was CONSENSUS to remove 3 (Better Allocation of General Fund Dollars).

Short Term Objective No. 2; Goal 1, Sustainable City; Objective 1, Revise land development code as required by the comprehensive plan

Tasks:

1. Develop concept of sustainable city independent of comprehensive plan implementation

Discussion ensued regarding comprehensive plan definitions, what makes Venice unique, and developing a concept that makes Venice distinctive.

There was CONSENSUS to remove 2, 2b., and 2c. and leave "Develop a comprehensive plan implementation with associated costs."

Discussion followed regarding improving communications and prioritizing tasks with the Planning and Zoning Department.

Short Term Objective No. 3; Goal 3, Financially Sound City with High Performance Organization; Objective 5, Continue to evaluate all benefit programs

Discussion ensued regarding the similarity between Short Term Objective No. 3, Goal 3, and Short Term Objective No. 1, Goal 3.

Tasks:

1. Resolve/Negotiate Pension Issues 2013

There was CONSENSUS to delete a. Change pension plan (deal with) and b. Public safety and pension funds $27 million underfunded – need action.

There was CONSENSUS to change Short Term Objectives to Priorites.

<u>Short Term Objective No. 4; Goal 5, Maintain a Growing Diverse Economy; Objective 1, Develop a long-range plan for economic development/sustainability</u>

Discussion followed regarding obtaining additional land for city use, buildable land, adding recreational parks, attracting younger families, sports fields, encouraging long range planning, funding, providing land for industrial use, sustaining residential development, marketing strategies, developing the Seaboard area, community open spaces, stimulating economic development, pre-annexation agreements, identifying Community Redevelopment Areas, walkability, workforce housing, and making Venice a sporting event destination.

Recess was taken from 10:51 a.m. until 10:59 a.m.

Discussion continued regarding relocation of public works facilities, new sports fields, parking garage, replacing landscaping, hardening the Venice police station, relocating Fire Station No. 2, and initiating a ten year plan instead of long term goals.

Mr. Lavallee handed out a draft report entitled Venice Police/Fire Complex, Conceptual Design Planning, and discussed land usage.

Discussion ensued regarding business development, Seaboard area development, sports tourism, building Fire Station #3 at Edmondson Road, building ventures that attract dollars, providing services, and parking garages.

<u>Short Term Objective No. 5; Goal 4, Maintain/Upgrade City Infrastructure and Facilities; Objective 5, Maintain the airport as a top-notch general aviation facility</u>

Tasks:

1. Support airport improvement-5 year plan

Council members discussed developing the circus property, prior discussions concerning developing a business park, the airport layout plan, and task review process. There was CONSENSUS to eliminate items d. Put positive pressure on Federal Aviation Administration (FAA) to move airport along, and g. Develop airport completion plan and costs.

2. Implement airport improvements consistent with the ALP

After discussion, there was CONSENSUS to add "and Joint Automated Capital Improvement Program (JACIP)". Further discussion ensued and there was CONSENSUS to revise 1. Support airport initiatives-5 year plan; a. Implement plan to resolve Office of the Inspector General (OIG)/FAA/Venice issues, including purchase release of federal obligations; and eliminate 1. b. (Support Airport Administrator with Airport Layout Plan Goals).

Discussion ensued regarding landscaping around dumpsters, lease renewals, creating codes for new construction, site and development process, airport property access, capital expenditures for future development, annexing former Chrysler dealership into the city, and marketing airport property.

Mr. Sherman left the meeting at 11:35 a.m. and returned at 11:37 a.m.

Discussion continued regarding multi-use trail connections, dividing the circus arena property, future proposals for the circus property.

There was CONSENSUS to remove 1.f. (Complete FAA Negotiations).

Discussion followed regarding pros and cons of selling airport properties.

<u>Short Term Objective No. 6; Goal 2, Keep Venice Beautiful and Eco-Friendly; Objective 8, Maintain pristine beaches and gulf waters</u>

Tasks:

1. Continue annual contributions to beach renourishment and general fund capital facilities reserve accounts

Discussion ensued regarding providing updates on stormwater projects and the property near the Coast Guard facility not being available for federal funding.

There was CONSENSUS to add task 2. Improve stormwater quality.

<u>Short Term Objective No. 7; Goal 4, Maintain/Upgrade City Infrastructure and Facilities; Objective 10, Develop a short- and long-term maintenance plan for city infrastructure (buildings, roads, parks)</u>

Tasks:

After discussion, there was CONSENSUS to eliminate task 2. Parks needs to take care of trees in historic area off island and Venice Avenue, from city hall to the beach.

Discussion ensued regarding performing semi-annual park inspections including all structures.

There was CONSENSUS to add to the objective "…including semi-annual inspections of all parks in the city, including structures."

Recess was taken from 12:11 p.m. until 1:32 p.m.

<u>Short Term Objective No. 8; Goal 3, Financially Sound City with High Performance Organization; Objective 7, Address Building Department issues</u>

Tasks:

Council members discussed streamlining the permitting process, customer feedback procedures, Building Department costs, level of service, permit fees, Three Crowns Building remodeling, Fisherman's Wharf dock, and customer satisfaction.

Short Term Objective No. 9; Goal 4, Maintain/Upgrade City Infrastructure and Facilities; Objective 4, Develop a city-wide CIP process

Mr. Bramble initiated a discussed concerning backflow device implementation.

Tasks:

There was CONSENSUS to revise task 1.a. Implement revised backflow maintenance annual program. After discussion, there was CONSENSUS to revise task 1.b. Implement a program to manage maintenance of city streetlights. After discussion, there was CONSENSUS to revise task 1.c. Improve and maintain public restrooms. There was CONSENSUS to delete tasks 1.d. (Produce details underneath utilities CIP) and 1.e. (Assign a staff person to inspect street light outages).

There was CONSENSUS to revise task 2. Improve efficiency of all city departments through cost savings and energy savings plan.

There was CONSENSUS to add task 3. Identify a private partner to improve city-wide fiber optic system.

III. MICROSOFT SUBSCRIPTION VOLUME LICENSING AGREEMENT ENROLLMENT FORM REVISION AUTHORIZATION

Mayor Holic reviewed an item that was inadvertently deleted from the March 26, 2013 Regular Council Meeting.

Mr. Daniels **moved** to approve $49,609.00 for the Microsoft Subscription Volume Licensing Agreement Enrollment Form Revision Authorization. **Seconded** by Mr. Sherman. MOTION CARRIED ON VOICE VOTE UNANIMOUSLY.

II. REVIEW PROPOSED TOP FIVE SHORT-TERM OBJECTIVES (continued)

Short Term Objective No. 10; Goal 4, Maintain/Upgrade City Infrastructure and Facilities; Objective 3, Implement solid waste service options, including once per week collection operational efficiencies and 2020 goal of reduced solid waste

After discussion there was CONSENSUS to revise Objective 3, Evaluate solid waste service options.

Tasks:

There was CONSENSUS to delete task 1 (Perform solid waste study, including efficiencies and cost, utilizing an outside consultant). Mr. Bennett stated he opposed the deletion of task 1.

Ms. Gates **moved** to approve the top ten priorities as revised. **Seconded** by Mr. Daniels.

Mr. Sherman recommended that major expenditures for improvements to the proposed Venice museum and archives expansion be considered as part of the overall capital improvement plan.

Mr. McKeon briefed council members on a proposal to renovate the octagonal animal training facility located on the circus arena property.

MOTION CARRIED ON VOICE VOTE UNANIMOUSLY.

Recess was taken from 2:14 p.m. until 2:17 p.m.

IV. AUDIENCE PARTICIPATION

Tracy Ivey, 120 Base Avenue, Venice MainStreet volunteer, reviewed visitor comments pertaining to maintaining downtown amenities.

Don O'Connell, 500 Hauser Lane, handed out a June 2011 Seaboard Planning Area report and discussed making the Seaboard area a community redevelopment area (CRA).

V. REVIEW SUPPLEMENTAL COUNCIL SUGGESTIONS NOT INCLUDED IN THE PROPOSED 2013 STRATEGIC PLAN (continued later in the meeting)

Mayor Holic displayed a Strategic Plan Tracking Report form and explained how the form would be utilized as part of the strategic planning process. There was CONSENSUS to utilize the Strategic Plan Tracking Report form.

VI. COUNCIL MEMBER CARLESIMO'S MEMORANDUM

Without objection, Mayor Holic reordered the agenda to accommodate Mr. Carlesimo's attendance at another meeting.

Mr. Carlesimo read his March 27, 2014 memorandum concerning the formation of a parking task force.

Mr. Carlesimo **moved** that a task force type of committee chaired by Jeff Boone and comprised of engineering, architectural, real estate, and urban planning expertise be formed with the mandate of conducting a thorough analysis, study, and review before providing meaningful, actionable downtown parking recommendations. **Seconded** by Ms. Gates.

Discussion began relating to parking problems, mobility study timeframe and expectations, prior efforts to identify additional parking spaces, charging stations, wayfinding signs, funding, and researching parking garage locations.

THE MOTION FAILED ON VOICE VOTE WITH MR. DANIELS, MS. GATES, MR. MCKEON, MR. SHERMAN, AND MAYOR HOLIC OPPOSED.

Mr. Carlesimo left the meeting at 2:57 p.m. and did not return.

V. REVIEW SUPPLEMENTAL COUNCIL SUGGESTIONS NOT INCLUDED IN THE PROPOSED 2013 STRATEGIC PLAN (continued)

<u>Short Term Objective No. 4; Goal 5, Maintain a Growing Diverse Economy; Objective 1, Develop a long-range plan for economic development/sustainability</u>

Tasks:

After discussion there was CONSENSUS to retain 1.a. Need a point person for economic development. There was CONSENSUS to combine 1.c. and 1.d. Develop city/county partnership for the greater Seaboard area and Economic Development Advisory Board's recommendations regarding Seaboard Avenue's role in Venice's future development.

Discussion followed regarding selling circus arena property, advertising on the internet, marketing the circus arena property, increasing non-aeronautical property use at the airport, FAA pursuing aeronautical use of airport property, obtaining community input, purpose of the Economic Development Advisory Board, and utilizing local strategic thinkers.

There was CONSENSUS to revise 1.e. Create programs to bring new businesses to Venice and retain existing businesses in Venice using private enterprise, stakeholders, and city and citizen resources to provide solutions.

There was CONSENSUS to remove 1.f. Get private enterprise to provide solutions; 1.g. Consider different/new location for festival grounds; 1.h. Use pre-annexation funds for economic development; 1.i. Economic incentives as a tool for relocation of Seaboard area businesses; and 1.j. Wellfield issue on ballot as soon as possible.

There was CONSENSUS to revise 1.k. Develop and implement a plan for vacant properties – urban renewal and rehabilitation of multi-families in historic section – lower fees – fill vacant lots, and move this item to be 1.a.

There was CONSENSUS to create 1.b. Implement the Land Development Code, regulations that facilitate development of multi-family properties.

There was CONSENSUS to delete items 2. Identify funding opportunities and develop a coordinated plan, and 3. Support local businesses by using local businesses for city purchases and services, and change item 4. to item 2.

Discussion ensued concerning tracking local spending.

Mr. Daniels **moved** to accept Short Term Objective No. 4. **Seconded** by Mr. Sherman. MOTION CARRIED ON VOICE VOTE UNANIMOUSLY.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 3:48 p.m.

ATTEST: ______________________________ Mayor – City of Venice

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City Clerk