



City of Venice

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

Meeting Minutes City Council

Wednesday, January 9, 2019

8:30 AM

Village on the Isle

Strategic Planning

CALL TO ORDER

A Strategic Planning workshop of the City Council was held on this date at Village on the Isle. Betsy Steiner served as facilitator. The meeting began at 8:40 a.m.

ROLL CALL

Ms. Moore joined the meeting at 8:50 a.m.

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

ALSO PRESENT

City Manager Ed Lavallee, City Clerk Lori Stelzer, Recording Secretary Mercedes Barcia, Assistant City Manager Len Bramble, and Finance Director Linda Senne.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Betsy Steiner.

I. NEW BUSINESS

[19-3705](#)

Introduction

Mr. Lavallee provided a brief introduction and noted Information Technology (IT) Director Christophe St. Luce and Development Services Director Jeff Shrum will be present at the next strategic planning meeting to provide updates.

Ms. Steiner commented on the meeting agenda.

Mr. Daniels requested to add discussions on tobacco free campus, citizen surveys, and traffic.

[19-3706](#)

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

This topic was discussed with Item No. 19-3707.

[19-3707](#)

Summarize Major Efforts/Projects in 2018 and 2019

Mr. Lavallee spoke to council initiatives to include Ajax property purchase, creating a booster station for the utilities department, the Hamilton building, and public safety pension liability.

Discussion followed regarding retirees, Florida Retirement System (FRS), 175/185 police and fire pension plans, union contracts, cost of living adjustment (COLA), and staff providing pros and cons of pension obligation bonds.

Mr. Lavallee continued speaking on bond referendums for the public safety building, police department staffing, South Jetty food concession, purchase of the archives building, and relocation of the post office.

Discussion followed regarding relocation of the post office.

Mr. Lavallee continued speaking on fleet depreciation plan, beach parking lot, street lighting, fire station no.1, interlocal parks agreement, Curry Creek land protection, automated trash collection, and bond validation.

Discussion took place on the interlocal parks agreement, fire and police department's firing range, relocation of the utility department's booster station to the Ajax property, Wellfield Park, master parks plan, parks level of service (LOS), the city's partnership with the county, the Hamilton building, City of Sarasota's interlocal parks agreement with the county, relocation of the solid waste and recycling facility, Seaboard Area redevelopment, Community Redevelopment Area (CRA), funding operational costs for new buildings, Lord Higel House, affordable housing to include asking the planning department to evaluate the Seaboard Area, parking issues in the Seaboard Area, land development regulations (LDRs), and the city's position maintaining historic structures.

Recess was taken from 10:17 a.m. until 10:32 a.m.

Mr. Lavallee spoke to extraordinary mitigation fees (EMFs), Laurel Road, creating tasks, and achievable goals.

[19-3708](#)

Review and Update Adopted Goals, Objectives, and Tasks

Ms. Steiner asked council to review the mission and vision details in the strategic plan.

Goal One: Keep Venice Beautiful and Eco-Friendly

Objective 1: Maintain pristine beaches and gulf waters

Discussion took place regarding beach renourishment funding, incorporating Tasks 1 through 4 into one statement, and adding Task 5 to the environmental goal.

There was consensus to incorporate Task 1, continue annual contributions to beach renourishment fund, Task 2, identify partnership opportunities in the region for beach erosion solutions, Task 3, establish funding plan for future renourishment or alternative solutions when the city becomes responsible for entire costs, and Task 4, Advocate for and designate revenue sources for maintenance and renourishment of shoreline and beaches, including Caspersen Beach, South Jetty, Venice Beach, and Brohard Park into one statement.

Objective 2: Improve gateways to historic downtown and Venice,

Discussion followed on combining Tasks 1 and 2 into one statement, combining Tasks 3 and 4 into one statement, and changing the word "Tasks" to "Outcomes".

There was consensus to combine Task 1, identify partners, such as business and community associations, to help lead gateway improvements, maintenance and replacement plan and Task 2, identify incentives for gateway improvements in coordination with Land Development Regulations (LDRs) into one statement.

There was consensus to combine Task 3, promote improvements among property owners in coordination with LDRs and Task 4, Develop a gateway enhancement/maintenance plan with developers and homeowner associations into one statement.

There was consensus to change the word "Tasks" to "Outcomes".

Objective 3: Plan for and maintain parks and public property

Discussion took place on removing Task 2, identifying a plan for financial sustainability for parks, Nolen Greens, identifying future use of parks, reviewing park names to ensure it complies with the city's guidelines, park amenities, entity to determine future use of parks, master parks plan, having the planning commission sync the comprehensive plan with the master parks plan, modifying the objective title, financial sustainability, and adding a policy for maintenance of public land that is influenced by developers or adjacent to homeowner associations.

There was consensus to remove Task 2, develop, implement and publicize through numerous outlets, an "adopt-a-park" program, including Nolen Greens.

There was consensus to modify the title of Objective 3 to read "Plan for and maintain parks and public green space"

There was consensus to add an outcome for maintenance of public land that is influenced by developers or adjacent to homeowner associations.

Objective 4: Create a plan and implement conservation measures

Discussion followed regarding energy consumption, solar energy, reduction of kilowatt hours and annual fuel usage, combining Tasks 1, 2, and 6 into one statement, setting a maximum number of outcomes per objectives, comprehensive plan, LDRs, conserving land and lot sizes, and adding a policy that encourages developers to use energy saving devices/alternate energy sources.

There was consensus to combine Task 1, complete an energy audit to identify potential reductions in energy consumption and present findings for implementation and cost savings, Task 2, identify eco-friendly enhancements for current and future use of energy, and Task 6, based on an energy audit, reduce use of fossil fuels by implementing measurable standards, such as: a. develop a baseline of fuel (gas, diesel, etc.) gallon usage, b. reduce kilowatt hours, c. reduce annual fuel usage, and d. utilize calendar year for measurement and finance department to issue quarterly report on goals met and cost savings into one statement.

There was consensus to add an outcome that encourages developers to use energy saving devices/alternate energy sources.

Discussion followed on combining Tasks 3 and 4 into one statement and removing Task 5, develop and implement a plan and related policies to protect heritage trees and significant tree groupings.

There was consensus to combine Task 3, continue to monitor future land use and zoning designations through the comprehensive plan and LDRs to allow for conservation and preservation of land and Task 4, continue to evaluate opportunities to maintain and preserve Venice's natural resources into one statement.

Discussion continued on establishing a policy for a ten percent goal reduction in kilowatt hours, and energy audit.

There was consensus to establish an outcome for ten percent goal reduction in kilowatt hours.

Ms. Stelzer noted Task 5 will be part of the LDR rewrite.

Objective 5: Develop and implement a comprehensive traffic management plan

Discussion took place on Pinebrook Road and Laurel Road, data collection on traffic flow, viewing the traffic counts for the city's three gateways, reviewing critical areas based on traffic counts, and removing

Tasks 1 and 6.

There was consensus to remove Task 1, coordinate with Florida Department of Transportation (FDOT) for completion of a signalization study and Task 6, establish policies and promulgate, through city media outlets, information concerning special events, congestion, construction, and alternative modes of transportation to facilitate citizen awareness.

Discussion continued on Task 5 and utilizing data to make informed decisions on traffic and allocation of resources.

There was consensus to modify Task 5 to read "Continue to communicate and inform the public on road improvement projects (both scheduled and completed) designed to improve traffic flow."

Discussion ensued regarding objective title, public perception on growth and mobility infrastructure needs, implementing an action plan for mobility/road growth oriented infrastructure, Laurel Road, using various traffic data to analyze, evaluate, and plan for mobility, developer responsibility for transportation deficiencies, concurrency, reviewing projects collectively instead of individually, Jacaranda Boulevard, road impact fees, capital plan for mobility and roads, and modifying objective title to include adding mobility and funding plan.

There was consensus to modify the Objective title 5 to include mobility and funding plan.

Recess was taken from 11:57 a.m. until 12:52 p.m.

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

Objective 1: Improve and Enhance Relationship with Outside Entities

Discussion took place on Task 1, improve and enhance relationship with Sarasota County and other governmental agencies, issue-resolution communication process, resolving constituent issues, removing sections a-d under Task 1, process for requesting information from the county, and removing "Sarasota County" from Task 1.

There was consensus to remove "Sarasota County" from Task 1.

Discussion continued on removing letters a-d under Task 1.

There was consensus to remove establish a formalized issue-resolution communication process, review interlocal agreements and identify those which may be improved from modification, council to evaluate and determine the city's position on dual taxation, and evaluate cost savings/initiatives with the Sarasota

County Sheriff's office, under Task 1.

Discussion ensued on making objectives less specific, strategic plans, city's relationship with the county, strategic plan being a long term plan, and adding an outcome on looking at opportunities to improve efficiencies and cost savings.

There was consensus to add an outcome regarding looking at opportunities to improve efficiencies and cost savings.

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

Discussion took place on staff turnover, identifying key positions and resources, and modifying Objective 2 title.

There was consensus to modify Objective 2 title to read "Provide adequate staffing and compensation levels to meet increased demands in affected departments".

Discussion ensued on staff retention, Task 1, develop a funding plan to meet increased service demand, and adding language to Task 1 on identifying tools and funding to support hard to fill positions.

There was consensus to modify Task 1 to include language on identifying tools and funding to support hard to fill positions.

There was consensus to combine Tasks 1 and 3, hire, retain, recognize and reward employees, into one statement.

Discussion followed Task 4, complete formal process for addressing constituent concerns and making sure the issues are resolved, and adding language to identify a way to track constituent concerns to make sure they are followed to conclusion.

There was consensus to add language to Task 4 on identifying a way to track constituent concerns to make sure they are followed to conclusion.

Discussion continued on process for tracking resident complaints, SeeClickFix, and removing Tasks 5 and 6.

There was consensus to remove Task 5, investigate opportunities to solicit citizen feedback through a virtual town hall meeting, electronic survey or similar process, and Task 6, work with Sarasota County to devise solutions and plan for future development, use, operation, control and maintenance of major/regional sports and recreational activities.

Objective 3: Draft and implement a city-wide security system for public

properties

There was consensus to remove Objective 3.

Discussion took place regarding resident surveys and feedback.

Mayor Holic left the meeting at 1:38 p.m.

Discussion ensued on improving communication with residents.

Mayor Holic returned to the meeting at 1:40 p.m.

Discussion continued on resident surveys and policy to increase opportunities for resident input.

Goal Three: Ensure a Financially Sound City

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

There was consensus to remove Task 1, annually develop a balanced budget on a timely basis, Task 2, review all personnel costs, and Task 3, collaborate with other governmental entities for efficiencies, under Objective 1.

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

Discussion took place on Task 2, define current and additional revenue sources in budget and define how those revenue sources may be utilized.

There was consensus to remove "in budget" after the word "sources" in Task 2.

There was consensus to remove Task 3, provide a schedule of projected budget revenues, Task 4, maximize all funding sources to minimize property taxes, Task 5, research ways to mitigate revenue loss from the new homestead exemption, and Task 6, articulate and track new revenues for better accountability, under Objective 2.

Goal 4: Upgrade and Maintain City Infrastructure and Facilities

Objective 1: Continue to pursue opportunities to ensure Venice receives a proportionate share of county, state and federal resources and revenue

Discussion followed on the city receiving a proportionate fair share from available resources, the city's relationship with the county, marking goals in the strategic plan that need county assistance, and adding an outcome on communicating city priorities to the appropriate entity.

There was consensus to add communicating city priorities to the appropriate entity as an outcome under Objective 1.

Discussion ensued on level of service (LOS).

There was consensus to add LOS to the end of Objective 1.

Objective 2: Establish a plan for building and property utilization

Discussion followed regarding the Hamilton building and removing Task 2.

There was consensus to remove Task 2, determine future use of the Hamilton building and the old Chamber building.

Objective 3: Ensure the long-term quality of the potable and reclaimed water supplies; evaluate and implement security features and testing

Discussion followed regarding the city's drinking water quality and staff providing an update next week.

There was consensus to remove Objective 3.

Objective 4: Utilize facilities condition assessment report as a tool for determining infrastructure improvements

There was consensus to remove Objective 4.

Recess was taken from 2:23 p.m. until 2:38 p.m.

Mr. Lavallee commented on having strategic planning every other year instead of annually and having more time for workshops.

Goal Five: Encourage and Support a Growing, Diverse Economy.

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

Discussion took place on communication with community and neighborhood groups, and changing the word "growing" to "robust" in goal five's title.

There was consensus to change the word "growing" to "robust" in goal five's title.

There was consensus to change "the School Board" to "other governmental agencies" in Task 2.

There was consensus to remove letter b. develop investment strategy

alternatives, under Task 3.

Objective 2: Develop strategy to support relocation of the postal distribution center and retail services for future reuse of West Venice Avenue Site

Discussion followed on relocation of the post office, changing the objective to a task, Seaboard Area, add relocating strategy under Goal 6.

There was consensus to reword Objective 2 to develop a strategy to support and redevelop portions of the city to the original Nolen Plan and incorporate it into Goal 6.

Discussion ensued regarding red tide impact on the economy, including affordable and workforce housing in goal five, Seaboard Area, population growth, development on the Circus property, and adding a policy to advocate for the best use of property for the economic benefit of the city.

There was consensus to add an outcome to advocate for the best use of property for the economic benefit of the city.

Goal Six: Preserve the Venice Quality of Life through Proper Planning

Objective 1: Coordinate land development regulations (LDRs) with the comprehensive plan

Discussion took place regarding LDR progress and completion timeframe.

Objective 2: Identify and implement opportunities to promote and incentivize mixed-use development, including affordable, workforce and market-rate housing

There was agreement to discuss Objectives 1 and 2 next week.

Objective 3: Preserve Venice's historical resources and significant structures

Discussion followed regarding Task 4 to include inventory of historic monuments and plaques.

There was consensus to remove Task 4, create an inventory of historic structures and monuments, using the Historic Preservation Board.

There was consensus to combine Task 1, devise a strategy to support historic preservation and identification of projects, Task 2, draft and implement LDRs to support protection of significant structures, architecture, landscaping and cultural entities, and Task 5, develop criteria for evaluating projects including funding resources, feasibility and timeline for project development, into one statement.

There was consensus to remove Task 3, modify codes to accommodate the renovation and preservation of the apartment overlay district.

Objective 4: Support and engage area youth in their interests through city resources and community events

Discussion followed on the opportunity for high school student internships, Big Brothers Big Sisters, soliciting students for mentoring, and policy expectation.

Objective 5: Examine projected future growth, services and infrastructure requirements for residential expansion and retail growth in the northeast corridor

Discussion took place on adding the word "industrial" after "expansion" in the objective title.

There was consensus to add the word "industrial" after "expansion" in the objective title.

Discussion followed regarding establishing a community park in the northeast area, Ajax property, and including roads and mobility to Objective 5 title.

There was consensus to include roads and mobility to the objective title.

Objective 6: Promote expansion of safe biking and walking pathways

There was consensus to add an outcome on developing a strategy to support and redevelop portions of the city to the original Nolen Plan to Objective 6.

Mr. Lavallee commented on items that will be incorporated into the next strategic planning meeting agenda.

[19-3709](#) Roles and Responsibilities of Advisory Boards

This item will be discussed on January 16, 2019.

[19-3710](#) Mobility and Park Impact Fees

This item will be discussed on January 16, 2019.

[19-3711](#) Virtual Town Hall Meeting

This item will be discussed on January 16, 2019.

[19-3712](#) Development Impact on Infrastructure

This item will be discussed on January 16, 2019.

[19-3713](#) Land Development Regulations Timeline

This item will be discussed on January 16, 2019.

[19-3714](#) Information Technology Update

This item will be discussed on January 16, 2019.

[19-3715](#) Finance Update

This item will be discussed on January 16, 2019.

II. AUDIENCE PARTICIPATION (Limited to 30 minutes total)

There was none.

III. ADJOURNMENT

The meeting was adjourned at 3:48 p.m.

ATTEST:

Mayor - City of Venice

City Clerk