

MINUTES

KEY WEST STRATEGIC PLANNING COMMITTEE

CITY HALL, 525 ANGELA STREET

WEDNESDAY, JUNE 23, 2010

A meeting of the Key West Strategic Planning Committee was held at City Hall, 525 Angela Street on Wednesday, June 23, 2010.

The meeting was called to order at 2:01 p.m.

Answering roll call were Committee Members Kevin Boucher, Perry Johnston, Carol Schreck and Chair Mary Beth McCulloch.

Committee Members George Fernandez and Phillip Pierce were absent; Committee Member Todd German arrived at 2:12 p.m.

Also present were City Commissioner Jimmy Weekley, City Attorney Shawn Smith and Senior Deputy City Clerk Sue Harrison. Commissioner Teri Johnston arrived at 2:45 p.m.

APPROVAL OF MINUTES:

- a) June 9, 2010

It was moved by Mr. Johnston and seconded by Mr. Boucher to approve the minutes of June 9, 2010.

The Chair asked for objections and seeing none the minutes were approved as read.

APPOINTING ONE ADDITIONAL COMMITTEE MEMBER:

- a) Julio Barroso

It was moved by Mr. Johnston and seconded by Ms. Schreck to appoint Julio Barroso to the Strategic Planning Committee.

The Chair asked for objections and seeing none Julio Barroso was appointed to the Strategic Planning Committee.

COMMITTEE ADMINISTRATION DISCUSSION

Chair McCulloch stated she had this item added to the agenda so the members could discuss further their need for a mentor or process consultant to help guide them. She asked if anyone could contribute names for consideration. Ms. Schreck suggested Kevin Collins. Mr. Collins had helped the State Health Department with their strategic planning and he now works for the County/State Health Department. Ms. Schreck said he had a background in strategic planning. She would be able to speak with him about assisting the committee and invite him to the next meeting on July 7. Chair McCulloch suggested he send a letter and resume to the Clerk.

Chair McCulloch asked if there were any other people to consider. City Attorney Smith suggested he could speak with City Manager Scholl about utilizing the resources of the Florida League of Cities as a resource.

Mr. German arrived and the Chair updated him on the meeting so far.

Mr. German suggested Donna Bosold as another source to contact. He said she has done this type of work before. Ms. Schreck stated she used to work with Don Craig and Company.

Commissioner Weekley suggested Paul Clayton.

Chair McCulloch suggested they put together a simple request for strategic planning guidance that could be composed and sent by email to those already suggested by the Committee. She asked for a volunteer to write something up. Mr. Johnston volunteered and he would send something to the Clerk. Commissioner Weekley also suggested the Public Information Officer could put out a press release with the information.

REVIEW OF DOCUMENTS:

The Chair asked Mr. Dave Oatway to speak to the Committee regarding the Key West Business Survey, 2010, before the other items.

- d) City of Key West Business Survey, 2010

Mr. Oatway informed the Committee that the Business Survey would be going out with the business license information to about 6,000 people. He stated this survey had input from the City Planner as this was required for the Comprehensive Plan. Mr. Oatway stated the Citizen survey was a spin-off from the one used several years ago. This survey was to be mailed to 472 randomly selected homes and send out with the sewer bills. There would be a follow-up done by City Ambassadors for both surveys. Mr. Oatway said the business survey would be sent in July and responses would be due back in September with the analysis done by November. The Citizen survey was to be sent out in July or August with a 30-day turn around response and an additional two-week follow-up. The complete analysis from all the surveys should be in by January.

- a) Summary of Goals: Key West Studies, b) A Limited Representation of Elements of a Key West Vision and c) Key West in Transition – Perry Johnston

Mr. Johnston briefly discussed the studies. He stated it was not intended to be a complete summary of all seven studies done before.

Ms. Shreck asked what the Larson Study was about. Mr. Johnston stated it was a survey sent to employers for their employees to complete. He recalled it had originated with former Mayor McPherson. The survey had about a 17% return rate. Commissioner Weekley asked if there were copies available. Mr. Johnston would check with the Clerk to forward the study to the members.

Mr. German suggested they speak with the Commissioner who appointed them to get their input on the direction they would like them to take. He also stated it is important to create a plan that outlives an election. Chair McCulloch stated the previous action plan was never officially adopted. Commissioner Weekley stated the vision would have to be compatible with future commissions.

Ms. Shreck suggested there be more buy-in from other organizations such as the county, college or utilities, etc. She also asked, who is this strategic plan for? Commissioner Weekley thought it was for all of us. He agreed that other government entities have to be on the same track.

Mr. German stated he would like to hear the other Commissioner's thoughts and stated Mayor Cates' vision was 'Key West – only better'; cleaner, greener, and revitalized through art.

Chair McCulloch said in the interest of the Committee moving forward she asked the members to go back to their Commissioners, get their views and bring back for discussion at the next meeting. The folks appointed by the Committee should bring back ideas from their immediate sources.

Chair McCulloch asked if there were further questions about the material presented by Mr. Johnston. Mr. Johnston discussed the summary table that had been part of his materials regarding resident population, age, statistics, etc.

DISCUSSION:

Chair McCulloch listed the items for the next agenda as a review of the Larson Study, the Mentor Process Consultant and Commission Vision Input. Ms. Schreck suggested the members research 'livable communities', partnership organizations or coalitions between agencies.

ADJOURNMENT

Chair McCulloch adjourned the meeting at 3:23 p.m.



Susan P. Harrison, CMC
Senior Deputy City Clerk