

MINUTES

KEY WEST STRATEGIC PLANNING COMMITTEE

CITY HALL, 525 ANGELA STREET

WEDNESDAY, AUGUST 25, 2010

A meeting of the Key West Strategic Planning Committee was held at City Hall, 525 Angela Street on Wednesday, August 25, 2010.

The meeting was called to order at 2:05 p.m.

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

Committee Members Todd German and Phillip Pierce were absent.

Also present were Committee Facilitator Kevin Collins, City Commissioner Jimmy Weekley, Assistant City Attorney Larry Erskine and Senior Deputy City Clerk Sue Harrison.

Chair McCulloch informed the Committee that as Mr. Fernandez had been having trouble attending the meetings Commissioner Johnston has selected Margaret Romero as her appointment to replace him on the Committee.

APPROVAL OF MINUTES:

- a) July 7, 2010
- b) July 21, 2010

It was moved by Mr. Barroso and seconded by Ms. Schreck to approve the minutes of July 7, 2010 and July 21, 2010 as read.

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

CHANGES TO THE AGENDA:

Chair McCulloch added to the agenda the introduction of the new member, Margaret Romero and an update regarding getting more recognition and visibility for the Committee.

The Clerk stated she had spoken with Dorothy Todd from the IT Department regarding a more prominent position on the website and easier public access to the Committee's information. Ms. Todd stated she would speak with the IT Director to confirm that a link could be placed in the "Hot Button Issues" box on the homepage. The Clerk also confirmed that the email address of the Facilitator could be used for public contact.

Chair McCulloch asked if the PIO had been contact. Commissioner Weekley said he would contact Alyson Crean and have her call the Chair to get information for the public.

Assistant City Attorney Erskine stated he would check with City Attorney Smith if it was necessary to have Ms. Romero appointed to the Committee by Resolution.

Mr. Collins asked that "Public Comment" be added at the end of the agendas. He also stated he would not be present for the meeting scheduled for October 27, 2010.

Chair McCulloch mentioned participation and homework by the members. She said as there are eight members on the Committee meeting twice monthly, this requires a commitment to attend the meetings and give thought to the tasks assigned for each meeting. She stated if there was no productivity for background information and commitment there would be difficulty meeting the time line for the final report.

Mr. Collins asked that information be forwarded to him the Friday prior to the meeting dates so he has time to compile the information and distribute back to the members before the next meeting for Committee review and preparation.

MEETING LOCATION:

Chair McCulloch discussed the meeting location for the Committee. She said the choices other than the ADA Conference room are Commission Chambers at Old City Hall, the side room adjacent to Commission Chambers and the ADA accessible room at the new Flagler Avenue City

Hall location. Commission Chambers is available for the Committee to schedule meetings. Parking is also available at Old City Hall for the Committee members. She asked if anyone had a preference for any of those alternative locations and would they like to try meeting at Old City Hall for the next few meetings.

After discussion, it was moved by Ms. Schreck and seconded by Mr. Johnston to meet at Old City Hall.

The Chair requested the Clerk call the roll.

Yeas: Mr. Boucher, Mr. Johnston, Ms. Schreck, Ms. McCulloch

Nays: Mr. Barroso

Ms. Romero abstained from the vote as recommended by Mr. Erskine.

The Clerk will advertise the new location of the meeting for September 8, 2010 to be in Commission Chambers at Old City Hall, 510 Greene Street at 2:00 p.m.

DISCUSSION OF PROPOSED MISSION AND VISION STATEMENT AND PLAN ELEMENTS:

Mr. Collins thanked the members for the time and thought they put into the mission and vision statements. He wanted to go through the recommendations he received. As they did this he would take notes of those items the members wanted to see in the plan. This would enable him to compile the information and send it back to the members after the meeting.

Mr. Collins led the members through the suggestions submitted for the vision statement. Chair McCulloch stated they needed to keep focused on the task of writing a strategic plan for the city government of Key West. She felt this should be written with the overall view to the whole community of Key West. Mr. Collins said this would be a vision for where they wanted to see the city, not just the city government. Ms. McCulloch said the idea is to structure something that has a big vision, a smaller mission, attainable goals with directives on how to get

there and a summary. She said they could make the vision fairly broad and something that the City Commission will buy into as well as future Commissions.

Commissioner Weekley said at some point after this has been completed the Commission will look at it and choose a number of points to realistically accomplish over a specific period of time in the upcoming budget year. After that they can look to see what could be accomplished in future fiscal cycles. He said it is a combination of government providing for the community and the vision will come from the community as what they would like to see and where they would like to see the city head in the future. This plan would give them a road map to get there.

Mr. Collins asked, in reviewing the documentation he provided, what words they thought were important that he could take back to construct the vision plan for their review. Some of the points chosen were the following: 1) clean, environmentally and economically vibrant, history, diversity and culture; 2) sustainable economy, pristine natural environment, fairness, high quality of life for all; 3) nurturing and supportive welcoming environment, sense of family; 4) cosmopolitan city, quality of life; 5) outstanding service and responsiveness, residents and businesses and environmentally responsive. Mr. Johnston also added that it is who we are, where we live and civic responsibilities. Mr. Collins would work on the information provided and bring it back for the next meeting.

Mr. Collins continued with the mission statement with the member's input. Some of the points chosen were the following: 1) maintain heritage, diverse community, respect for the environment and to maintain the rights of all people; 2) commitment to carrying out the vision; 3) balance, economically viable, safe, year-round, part-time residents and tourists; 4) maintaining a decreasing (younger) population, they are here for all demographics and target the youth economically, 5) provide residents and visitors with exceptional city services, get residents more

involved to market ourselves. Mr. Collins would work on the information provided and bring it back for the next meeting.

Mr. Collins moved on to Strategic Plan Goal #1: Economy – Identify other types of businesses which could thrive in Key West. Input points included military presence, call centers, Duval Street tourist destination. Mr. Collins summarized the member’s comments in that diversification needs to be a primary concern. Under initiatives additional suggestions were for free bus rides. Commissioner Weekley addressed that suggestion and that it had been previously proposed but was not economically feasible. Mr. Boucher proposed that shop owners be more responsible for the cleanliness of their store front area.

Mr. Collins asked the Committee what they would like to bring back for discussion at the next meeting. He recommended before they meet again that they all go through the list related to the economy, identify what they thought was critical and add or subtract anything they thought necessary. He said he would remind everyone of his email address and ask that they return their ideas to him for compilation. Chair McCulloch reminded the members of the Labor Day Holiday weekend and to get the information to Mr. Collins by August 27 so he could compile the results and return it to all before the holiday weekend on September 3. The next meeting is set for September 8, 2010.

OTHER DISCUSSION:

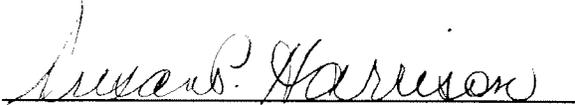
There will be no guest speaker for the next meeting on September 8. The next agenda will include finalization of the vision and mission statements. Mr. Collins asked the members what they which domain they would select for discussion. It was suggested that the environment be the next domain item. Mr. Collins said they should start considering what objectives and initiatives they would be including under “environment” that would be critical.

Chair McCulloch restated for the next agenda they would discuss what Mr. Collins will put together for the vision and mission statements, and a review of the changes the members will submit to the domain objective on the economy, and the next objective will be the environment. Ms. McCulloch also suggested that Ms. Romero meet with Mr. Collins to get caught up.

The Clerk asked when the next presentation to the City Commission would be scheduled as the last presentation was on July 20, 2010 by Mr. German. The next City Commission meetings are September 7 and September 21, 2010. Commissioner Weekley suggested the next presentation be made on September 21, 2010.

ADJOURNMENT

There being no further business the Chair adjourned the meeting at 4:05 p.m.


Susan P. Harrison, CMC
Senior Deputy City Clerk