

MINUTES

KEY WEST STRATEGIC PLANNING COMMITTEE

CITY HALL, 510 GREENE STREET

WEDNESDAY, SEPTEMBER 8, 2010

A meeting of the Key West Strategic Planning Committee was held at Old City Hall, 510 Greene Street on Wednesday, September 8, 2010.

The meeting was called to order at 2:02 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 Phillip Pierce was absent and Todd German arrived at 2:05 p.m.

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

APPROVAL OF MINUTES:

- a) August 11, 2010
- b) August 25, 2010

It was moved by Ms. Schreck and seconded by Mr. Perry to approve the minutes as read.

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

Chairperson McCulloch added to the agenda an item under Discussion – Scheduling Changes for Future Meetings.

VISION AND MISSION STATEMENT

Chairperson McCulloch thanked the public for attending the meeting and advised the public in attendance to sign up on the sheet located behind the Clerk's chair if they intended to speak.

Mr. Collins briefed those in attendance about his position as facilitator and about what had been discussed at previous meetings.

Mr. Collins had distributed the draft Vision and Mission Statements to the Committee members and information regarding their comments on the domains and public comments he had received.

Mr. Collins asked for feedback on the Vision and Mission Statements. He read the Vision Statement as follows: “Key West is an environmentally and economically vibrant community with an appreciation for its history, diversity, culture and sense of family.”

Mr. Johnston talked about branding and what are the expectations of who we’ve become or what we want to be. Mr. Johnston said in a previous meeting Mr. German had used the phrase “Key West Only Better” and they also hear phrases such as “Southernmost US City” “Tropical Paradise”. He wanted to know what those things mean to us. He liked that the vision statement is a work in progress and will be looked at again after they finish their work.

Mr. Barroso asked if they were accepting this as a work in progress. Chair McCulloch said this was where they would work from and it would get changed as they moved along if they all agreed this was a good vision for Key West for five years.

Mr. German hoped their vision and mission statements should not be one that could be applied to every city in America. At this time this was too generic for him. He hoped that the end result would be uniquely Key West.

Ms. Romano said she would like to see them firm up the vision and mission statements.

Chair McCulloch said the mission statement they are working on is for the strategic plan for the City of Key West. She said the committee’s mission was to write a strategic plan. This is for the city as a whole, meaning city government and citizens and that included part-time citizens and tourists.

Ms. Romano agreed but said the mission stated is too wordy and too long. Chair McCulloch agreed. Ms. Romano said typically a vision statement says where or how they will act or what they should be. If they have the vision and then identify the domains or what the goals are going to be it's how are we going to achieve that vision. It would be up to the Commission and the government to say they accept or not and then go about the action plans of determining that with rolls, responsibilities and timelines. Chair McCulloch said those were the things they would try to provide under the domains as a guide for the City Commission to use.

It was agreed that they would use the vision statement as their working vision statement for the purposes of this meeting.

Chair McCulloch agreed that the mission statement was wordy. It did, however, incorporate everything they had talked about so far. She asked if anyone had any additions or changes to it. Mr. German thought the word "create" should be removed and replaced with build on or maintain. Ms. Schreck suggested "exists to enhance". She also suggested that "to be environmentally sustainable" and something that says it's a cooperative effort should be included.

After discussion, Chair McCulloch summarized that they were fairly comfortable with the vision and mission statements as discussed so far. Mr. Collins would make the changes as suggested and bring them back to the next meeting. If there were any other suggestions they should be forwarded to Mr. Collins.

DOMAIN DISCUSSIONS:

a) Economy

Chair McCulloch started by saying over the last month suggestions had been provided to Mr. Collins. Mr. Collins stated one of the assignments had been to identify the domains that are critical to a strategic plan. He said the one that seemed to be the most important is the economy and the

second to be the environment. This was the first time they would be able to discuss this as a group. He read from the handouts provided. The Committee reviewed and edited the material to condense the objectives.

Mr. Collins would revise the information and bring it back for the Committee to review at the next meeting.

PUBLIC COMMENT:

The Chair asked for public comment at this time.

The Clerk read the names of those signed up to speak.

The following people spoke to the Committee.

Rick Harty, President Key West Botanical Garden
Michael Shields, 1820 Fogarty Avenue

DOMAIN DISCUSSIONS: (Continued)

b) Environment

This item was postponed to be discussed at the next meeting on September 22, 2010.

OTHER DISCUSSION:

a) Scheduling Change

The Chair stated Mr. Collins would not be able to attend the meeting on October 27, 2010. She asked that the meeting dates in October be changed. The dates of October 6 and October 18, 2010 were set for the October meetings.

Chair McCulloch asked Commissioner Weekley about extending the Committee. Commissioner Weekley stated the Committee could be extended by Resolution. He asked if a six month extension would be sufficient. Commissioner Weekley would sponsor a Resolution to that effect.

Chair McCulloch said they would add additional dates for future meetings on October 18, 2010. Mr. Barroso said he may not be available on October 18, but that was tentative.

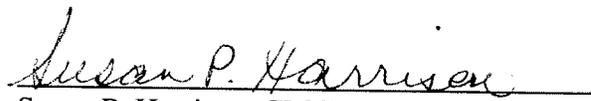
b) Presentation to the City Commission

Chair McCulloch would be giving the presentation to the City Commission at their regular meeting on September 21, 2010. She would report that they have a working Mission Statement and working Vision Statement and they were currently working through the domains.

Chair McCulloch stated Phillip Pierce had missed three consecutive meetings. She said Commissioner Wardlow would need to appoint a replacement.

ADJOURNMENT

Mr. German and Ms. Schreck left the dais. As there was no longer a quorum the Chair adjourned the meeting at 3:58 p.m.


Susan P. Harrison, CMC
Senior Deputy City Clerk