

MINUTES

KEY WEST STRATEGIC PLANNING COMMITTEE

CITY HALL, 510 GREENE STREET

WEDNESDAY, SEPTEMBER 22, 2010

A meeting of the Key West Strategic Planning Committee was held at Old City Hall, 510 Greene Street on Wednesday, September 22, 2010.

The meeting was called to order at 2:03 p.m.

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

Kevin Boucher arrived after the roll was called.

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

MEETING FORMAT DISCUSSION:

Chairman McCulloch discussed the format for the meetings. It was suggested that public comment be taken after each item is discussed by the committee. Ms. McCulloch also stated copies of the public comments that had been sent via email to the facilitator have been passed to each member. She stated that committee member Phillip Pierce was not able to remain on the committee due to his work schedule.

Mr. Johnston asked that they add to future agendas a place for Commission Comment. The Chair instructed the Clerk to add this as a permanent part of the agenda.

Chair McCulloch asked the Commissioners present if they had any comments. Commissioner Johnston stated she understood that the strategic planning process was a very difficult process but one of the most important that any organization can do. Commissioner Weekley had no comments.

DOMAIN DISCUSSIONS:

a) Economy

Chair McCulloch gave a brief review of where they were after the proposed revisions from the last meeting under “Economic Diversification” “Initiatives”. They had selected “Refining and improving the street experience for the visitors and residents alike”; “Increase visibility and viability of other areas of the city”; “Public spaces that invite and encourage pedestrian traffic”. She stated a couple of other items were to be combined. Under Objective #2 they went through the same process and changed to title to “Improve the Key West Experience. Objective #3, “Permit only that Commercial and Residential Development that is appropriate to a Small City and Human-scale Environment”, is where they were to pick up today.

Kevin Collins stated as they were working through this they were identifying specifically what they saw as a goal, an objective and an initiative.

Ms. Romero asked to clarify from understanding from the last meeting that they had not yet solidified the vision or mission statement. Ms. McCulloch confirmed the vision and mission statements would change.

Kevin Collins started with Objective #3 and the associated Initiatives; “Permit only that commercial and residential development that is appropriate to a small city and human-scale environment”. Mr. Johnston stated this was his suggestion that originated from the Harris Study and the Larson Study. Mr. German wanted to see some coordination with the Comprehensive Plan and Mr. Barroso did not want this to come across as “dictating” and thought they should “encourage”. Mr. Collins suggested a positive approach to “support a comprehensive plan that encourages the development, etc.” Ms. McCullough restated his thought; “support a comprehensive plan that encourages commercial and residential development appropriate to a small city and human-scale

environment.” Ms. McCulloch stated the goal could be “Commercial and residential development that is appropriate to a small city and human-scale environment.”

Moving on to Objective #4 (Goal) “Ease of doing business and business sustainability.” Ms. Schreck suggested they put this under Economic Diversification, the first goal. The committee agreed.

Public Comment - None

b) Environment

Mr. Collins reviewed the initiatives as submitted by the Committee. He asked if they felt they were important enough to be turned into goals or should they be considered under another goal. Mr. German stated Mr. Johnston had the right line of thinking in that there are three separate areas; natural, human and conservation categories. Mr. Collins suggested they consider Mr. Johnston’s ideas as a base and then go to the other suggestions submitted by the committee.

Mr. Collins listed the three goals as the Natural Environment, the Build Environment and Conservation. He asked how they would like to word that going forward.

Ms. McCulloch suggested “Protect and Sustain our Natural Environment”, lush and pristine were added. Mr. Collins summarized that in the natural environment statement they would have water and trees. He used the example of using one of those as an objective dealing with the canopy of trees in the city and under that would be an initiative to support the tree commission. This would also educate the people about the tree canopy with regard to both temperature and the environment. Ms. Schreck also stated that other agencies such as GLEE which has a goal regarding “canopy” and perhaps Keys Energy also has such a goal. They could say they would adopt the goal of other agencies as part of their initiatives. Ms. McCulloch asked for a natural environment goal. Mr. German suggested his goal would be to have an “idyllic tropical island and surrounding waters.” “Pristine natural tropical island and surrounding waters” was also suggested.

Mr. Collins said the goals should be written to get automatic “buy-in” from the public.

Mr. Boucher stated the word “tropical” makes them unique. Ms. Schreck suggested “Pristine Natural Tropical Environment” as Goal #1.

Ms. McCulloch asked for suggestions on Goal #2, Built Environment. Ms. Schreck asked if this referred back to commercial and residential re/development appropriate to a small city and human-scale environment. Ms. McCulloch agreed. Mr. Collins said there would be some overlap.

Mr. German suggested “Sustainable Low Impact Man-made Improvements”. Mr. Johnston stated “an environment to enhance authentic, true to Key West values, architectural history and mixed uses” which is to say these values are not imported from other cities. This comes out of us and our culture and what we want to promote.

Ms. Romero suggested keeping with Mr. Johnston’s ideas to say “Our built environment will enhance the authentic true to Key West values, architectural history and mixed uses.” Later on under initiatives and implementation it can address ports, waters, etc. There were mixed feelings on the suggestion. Ms. McCulloch suggested “man-made environment which enhances authentic true to Key West values, architectural history and mixed uses.” Mr. German didn’t know what architecture had to do with the environment. Ms. Schreck stated architecture and environment go hand-in-hand. Ms. McCulloch thought this statement was putting too much into the goal. The goal should be that man-made improvements enhance Key West values.

Ms. Schreck agreed with Ms. Romano and thought they should revisit the first goal to bring more relationship together between the environment, the people and the community.

Mr. German left the meeting at 3:30 p.m.

Mr. Collins suggested the City’s build environment enhances the authentic Key West values. He did like the architectural history and values; they conveyed Key West priorities. He stated if this was the goal then the objectives would show how you achieve that.

The committee agreed to use “Built environment which enhances authentic Key West values, architectural history and mixed uses” as the next goal.

Ms. McCulloch asked for suggestions for Objective #3, “Conservation”.

Ms. Romero suggested “Encourage conservation of our natural and man-made resources.” It was suggested to use the statement without the word “Encourage”. Mr. Johnston was fine with the suggestions. He suggested at this time they may allow public comment before they continue.

Public Comment

George Hurd, 812 Fleming Street

OTHER DISCUSSION:

Mr. Collins suggested the assignment be to look at the remaining highlighted areas under “Environment” and identify those that need to be specific goals by themselves.

Chair McCulloch asked the committee to select the next domain for discussion. Mr. Barroso suggested the next item for discussion should be “Culture”. Mr. Collins wanted to see them review the topic of “Economy” with goals and initiatives.

Chair McCulloch wanted to finalize the domains for discussion. Mr. Barroso suggested seeing the domain list at the next meeting to review, refine and edit. Ms. McCulloch wanted to see a separate list of the goals provided by Mr. Collins.

Chair McCulloch restated for the committee they should finish reviewing the environment information and if they felt any of those items should be goals or if they had anything additional to add to let Mr. Collins know. She felt that “Economy” was complete. She also wanted the domain list reviewed and added to or subtracted from if individuals felt this necessary. Any input should be provided to Mr. Collins a week prior to the next meeting in order for Mr. Collins to have the information back to the committee the Friday prior to the next meeting.

Chair McCulloch asked for a separate document related to the Economy and a separate document related to the Environment, a draft of where they are with those items.

Mr. Barroso also requested that the wording for "Vision and Mission" be added at the top as a reference. Ms. Schreck also asked that the documents be marked as "DRAFT".

Chair McCulloch reminder the Committee the next meetings were set for Wednesday, October 6 and then Monday, October 18, 2010. Mr. Barroso stated he may not be available to attend on October 18.

Following that the next scheduled meeting was set for November 10, 2010.

ADJOURNMENT

As there was no further business Chair McCulloch adjourned the meeting at 4:09 p.m.



Susan P. Harrison, CMC
Senior Deputy City Clerk