



Town of Ponce Inlet

TOWN COUNCIL GOAL MEETING MINUTES

January 8, 2016

4 **1. Call to order:** Pursuant to proper notice, Mayor Smith called the meeting to order at
5 9:02 a.m. in the Council Chambers at 4300 South Atlantic Avenue, Ponce Inlet, Florida.

6 **2. Pledge of allegiance:** Mayor Smith led the attendees in the Pledge of Allegiance.

7 **Roll call:**

8 **Council present:**

9 Mayor Smith, Seat #1

10 Councilmember Milano, Seat #2

11 Vice-Mayor Hoss, Seat #3

12 Councilmember Perrone, Seat #4

13 Councilmember Paritsky, Seat #5

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Department/Division heads present:

16 Mr. Bailey, Chief Building Official

17 Ms. Cherbano, Human Resources Director/Deputy Clerk

18 Mr. Disher, Senior Planner

19 Chief Fabrizio, Police Chief

20 Mr. Gunter, Public Works Manager

21 Mr. Joulani, Director of Planning & Development

22 Chief Scales, Fire Chief

23 Ms. Witt, Town Manager

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Support staff members present:

26 Ms. Hunt, Administrative Assistant

27 Ms. Zengotita, Parks & Rec./Museum Educator

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Citizens present:

30 Mr. Les Thompson, 4907 Peninsula Drive

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3. Pledge of Allegiance. Mayor Smith led everyone in the Pledge.

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Ms. Witt welcomed everyone as the facilitator of this Goal Setting Workshop. She stated that the Goal Setting Workshop is held by the Council every two (2) years to set the goals and direction of the Town.

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4. Review of the vision statement of the Town. Ms. Witt read the Town's Vision Statement which was adopted December 18th, 2002. She stated that a municipal vision statement is the citizens' way of telling their elected officials what they want.

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5. Review of the mission statement for the Town. Ms. Witt read the Town's Mission Statement which was adopted March 15th, 2012. She stated that a mission statement is the Town Council's way of telling the employees of how they wish them to carry out their duties.

43 **6. Review of Council goals and objectives for 2014-2015.** Ms. Witt read prior year's top
44 priority goals list and provided an update on each:

- 45 • Keep taxes responsibly level overall while maintaining a high level of service, providing
46 citizens with the greatest value of their tax dollars: Ms. Witt reported that the Town has
47 stayed with the roll-back rate for the past two (2) years.
48
- 49 • Develop a Capital Improvement Program for each Department: Ms. Witt reported that
50 each department has these in place.
51
- 52 • Complete the following LUDC priorities (review, discuss, possibly revise):
53 ○ Tree preservation regulations;
54 ○ Parking requirements;
55 ○ Courtyard requirements;
56 ○ Minor replats;
57 ○ 5,000 s.f. size limit for non-residential buildings;
58 ○ Variance criteria;
59
- 60 • Parks and Recreation (planning, programming, uses): Ms. Witt updated Council on what
61 the Parks/Rec. & Museum Educator position entailed and its function.
62
- 63 • Parking Study: Ms. Witt reported that the Town's parking needs have been met;
64 mentioning that possible future needs may come at a later date.
65
- 66 • Maintain Home Rule Authority: Ms. Witt reported that Council is maintaining standards
67 and this is an issue that should be an ongoing goal.
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69 Ms. Witt asked for Council comment – hearing none – closed Council comment. Ms. Witt asked
70 for public comment – hearing none – closed public comments.

71 **7. List the Town's list of Stakeholders** - the following list of Stakeholders was
72 determined at the meeting:

- 73 • Residents (permanent, renters, seasonal, voters, investors - and sometimes any
74 combination)
- 75 • Businesses and their employees
- 76 • Visitors (contractors, tourists)
- 77 • Town Employees
- 78 • Other Government entities
79 ○ Government Contractors
- 80 • Home-based business owners
- 81 • Volunteer organizations
- 82 • Utility Providers

83 Ms. Witt thanked everyone for their input in creating this very comprehensive list as an exercise
84 in thinking about who we serve.
85

86 Ms. Witt asked for public comment – hearing none – closed public comment.
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89 **8. List Primary Goal categories** – the discussion of the Primary Goals resulted in the
90 following list:

- 91
- 92 1. Pubic Safety/Emergency Management
- 93 2. Infrastructure
- 94 3. Growth Management
- 95 • Re-development
- 96 4. Historic Preservation
- 97 5. Economic Development
- 98 6. Public Health/Healthy Community
- 99 7. Community Outreach (Public involvement/engagement)
- 100 8. Mobility & Transportation
- 101 • Bikepaths, etc.
- 102 9. Efficient and Effective Use of Technology
- 103 10. Fiscal Fiduciary Responsibility
- 104 11. Leisure Services
- 105 12. Intergovernmental Relations
- 106 13. Environmental Protection
- 107 14. Quality Workforce
- 108 15. Cultural Offerings

109 Public comment: Mr. Les Thompson asked if a goal could be the replacement of the dead Bay
110 trees. He also inquired if there was a twenty (20) year master plan in place that envisioned on
111 how each neighborhood should be developed to bring out their perspective ambiance. He noted
112 that there is a nice transition along S. Peninsula Drive with the tree canopy, leading into the
113 Lighthouse overlay district. He also inquired on the mobility element of sidewalks and bicycle
114 paths and how they would be integrated into the plan.

115 Mr. Disher noted that Mr. Thompson is referring to a neighborhood zoning (districts) plan, which
116 Ponce Inlet does not have. Mr. Joulani noted that comprehensive neighborhood planning
117 includes protecting the character of the neighborhood and the community. He added that this
118 issue is reviewed when development or re-development plans are proposed. Ms. Witt stated
119 that would interesting way to divide areas of the Town would be with a theme, for instance, the
120 Town could consider replacing street signs along Atlantic Avenue with signs containing a
121 checkered flag, to reflect the racing history. Mr. Joulani added that beautification is part of
122 growth management under the Master plan, and theme-based districts could be part of that.
123 Chief Fabrizio felt that the resident’s vision statement stated that the residents want to keep the
124 residential haven throughout the entire Town, not break it up into districts. Mr. Disher
125 responded by stating that bringing out the characteristic of a district does not change it.

126 Ms. Witt stated this workshop is to consider and set two (2) year goals, but the Council may
127 want to consider charrettes. Mr. Joulani added that even though this meeting is to discuss and
128 set two (2) year goals, Council and staff should always be thinking about lifetime goals.

129 **Break:** Ms. Witt requested a break from 10:02 to 10:09.

130 **9. Brainstorming of Objectives for each Goal Category.**

- 131 • Public Safety/Emergency Management
- 132 ○ Police Department – maintain certification as an Accredited Law Enforcement
- 133 agency

- 134 ○ Fire Department – Continue patient transport services and seek certification as
135 an Accredited Fire/Rescue agency;
136 1. Maintain, replace, and update equipment to make Public Safety more
137 effective (hydrant replacement, etc.);
138 2. Continuing education and advanced training of all EMS personnel;
139 3. Continuous quality improvement (accreditation, surveys, comment cards,
140 etc.);
141 4. Interlocal Agreements;
142 5. Maintain Fire ISO rating;
143 6. FEMA/CRS – maintain high level status;
144 7. Maintain and update the Town’s Emergency Management Plan;
145 8. Train and re-train staff;
146 9. Public Notification System;
147 10. Mitigate Wildfire issues.
148

149 Public comment: Mr. Thompson noted that the residents are “blessed” to live in Ponce Inlet.
150

- 151 • Infrastructure
152 ○ Investigate funding resources and explore opportunities for expansion of the
153 sewer system;
154 ○ Implement the bike/pedestrian Master Plan;
155 ○ Expand street light coverage (bollards, overhead lighting, etc.);
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157 **Lunch:** Ms. Witt requested a recess from 12:05 p.m. to 12:45 p.m. for lunch.
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- 159 • Infrastructure (continued)
160 ○ Investigate funding for stormwater improvements.
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162 • Community Outreach
163 ○ Expand use of social media;
164 ○ Re-evaluate current means of outreach & explore new ones;
165 ○ Re-evaluate/consider board member size reductions through attrition;
166 ○ Create a town video – “How Local Government Works”.
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168 • Quality Workforce
169 ○ Continue to provide opportunities for advanced education and training;
170 ○ Competitive salaries and benefits; consider the overall compensation;
171 ○ Longevity awards and/or bonus programs;
172 ○ Stipends and/or supplements for certifications and extra duties.
173
174 • Growth Management/Re-development
175 ○ Theme-based districts;
176 ○ Development of a Master Plan(s);
177 ○ Re-development of older neighborhoods;
178 ○ LUDC regulations to prevent “cubism” of 3rd floor.
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180 • Environmental Protection
181 ○ Public Educational Opportunities (door hangers, etc.);
182 ○ Review Town’s rules regarding Landscaping to encourage xeriscaping or native
183 landscaping to conserve resources.
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- 185 • Intergovernmental Relations
- 186 ○ Coordinated effort on school bus stop safety and overall improvements.
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- 188 • Healthy Community/Parks & Recreation
- 189 ○ Pollard Park (Town's only athletic park) – upgrade and update equipment and
- 190 review use;
- 191 ○ Expand/continue recreational programs;
- 192 ○ Develop Wilbur Bay Wetlands;
- 193 ○ Davies Park playground – upgrade/replace aging equipment, assess needs;
- 194 ○ Dog Park – tree trimming;
- 195 ○ Evaluate staff levels to ensure there is enough staff to support the Parks and
- 196 Recreation needs adequately.
- 197
- 198 • Transportation & Mobility
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- 200 • Technology – Efficient & Effective use
- 201 ○ Town wide technology evaluation;
- 202 ○ Paperless agenda options;
- 203 ○ Encourage use of software to improve employee productivity;
- 204 ○ Public Wi-Fi for parks.
- 205
- 206 • Fiscal Fiduciary responsibility
- 207
- 208 • Historic Preservation and Cultural Opportunities
- 209 ○ Museum landscape beautification project;
- 210 ○ Green Mound recognition programs;
- 211 ○ Pacetti Cemetery evaluation (fencing, markers, not headstones, erosion, etc.).
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- 213 • Economic Development
- 214 ○ Revise Special Events ordinance;
- 215 ○ Revise Sign ordinance;
- 216 ○ Revise Itinerant Merchant ordinance.

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218 Public comments: None.

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220 **10. Review brainstorm list of objectives and narrow list of possible Objectives.** Refer
221 to number nine (9) above.

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223 **11. Establish the Priority of Objectives for calendar years 2016-2017.** Council members
224 were each given seven dots to place on items that they felt were priority objectives. Items
225 receiving three or more votes are considered the top priorities for the next two years. Items
226 receiving less than three votes will be noted for the record, and attention will be given to them
227 as time permits.

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229 Five votes: (Mayor Smith, Vice-Mayor Hoss, Councilmember Milano, Councilmember
230 Perrone, Councilmember Paritsky voted on these goals.)

- 231 • Historic Preservation & Cultural Opportunities:
- 232 ○ Museum landscape beautification plan;
- 233 ○ Better recognition of Green Mound recognition;
- 234 ○ Maintenance and improved recognition of Historic Pacetti Cemetery.

235

- 236 • Quality Workforce:
- 237 ○ Enact / maintain competitive hiring and retention policies;
- 238 ▪ Recognition of longevity;
- 239 ▪ Consider stipends/supplements for certain certifications and certain
- 240 additional duties;
- 241 ▪ Review benefits;
- 242 ▪ Review salary.
- 243
- 244 • Healthy Community/Parks & Recreation:
- 245 ○ Review, modify and upgrade Pollard Park;
- 246 ○ Expand and continue the Town's current recreational programs and possible
- 247 establishing cooperative relations with private associations that have
- 248 recreational facilities within the Town for public use of faculties in exchange
- 249 for town maintenance of it;
- 250 ○ Develop the Wilbur Bay wetlands to include a boardwalk and kayak launch;
- 251 ○ Upgrade the Kay & Ayers Davies Lighthouse Park playground equipment;
- 252 ○ Thin the tree canopy at the Happy Trails Dog Park;
- 253 Evaluate the need for additional staff to determine adequacy to support the
- 254 Town's parks & Recreation programs and development.
- 255

256 Four votes:

- 257 • Development of a Master Plan(s). (Vice-Mayor Hoss, Councilmember Milano,
- 258 Councilmember Paritsky, Mayor Smith)

259

260 Three votes:

- 261 • Revise sign ordinance. (Councilmember Milano, Councilmember Paritsky, Mayor
- 262 Smith)
- 263 • Completion of a Town-Wide technology evaluation to assure the most effective
- 264 and efficient use of technology. (Vice-Mayor Hoss, Councilmember Milano,
- 265 Councilmember Paritsky)
- 266 • Investigate funding & explore opportunities for expansion of sewer. (Vice-Mayor
- 267 Hoss, Councilmember Milano, Councilmember Perrone)

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269 Other areas mentioned:

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271 Two votes:

- 272 • Maintain, replace, update, enhance equipment as needed to make public safety
- 273 more effective.
- 274 • Expansion of use of social media.

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276 One vote:

- 277 • Review Town rules related to landscaping to encourage/incentivize native
- 278 landscaping for energy conservation.
- 279 • Coordinated effort of school bus stop safety and overall improvements.

280 Ms. Witt asked for Council comments – hearing none – closed Council comments. Ms. Witt

281 asked for public comment – hearing none – closed public comment.

282 **12. Adjournment.** Mayor Smith adjourned the meeting at 3:40 p.m.

283 Respectfully submitted by:

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286 Jeaneen Witt, CMC, Town Manager/Town Clerk

287 Reviewed by: Kim Cherbano, CMC, Human Resources Director/Deputy Clerk

288 Prepared by: Peg Hunt, Administrative Assistant/Board Secretary