



**City Council Work Session  
City of Belleair Beach, Florida**

**Monday, September 17, 2018  
Community Center, 5:30 PM**

### **PUBLIC MEETING MINUTES**

The meeting was called to order by Mayor Leslie Ford Notaro, followed by a Pledge of Allegiance to the Flag of the United States of America.

**Roll Call:** Present were Councilmembers Marv Behm, Glenn Gunn, Wanda Schwerer, and Jody Shirley; Mayor Leslie Ford Notaro, City Manager Lynn Rives, City Clerk Patricia Gentry, Finance Officer Melanie Kruszona, and City Attorney Paul Marino. Councilmember John Pietrowski was unable to attend.

#### **1. Discussion on Strategic Planning, General Business.**

Mayor Notaro stated that Councilmember Gunn had distributed handout materials for all including Councilmember Schwerer's strategic planning overview chart.

Councilmember Gunn stated the goal today is to begin the process to baseline the concept and build a consensus that a strategic plan is in the best interest of the City of Belleair Beach. He believed that the mission statement of the City could be fine-tuned and summarized in one sentence.

Discussion followed regarding defining and measuring what makes the City a "premier city" – the City of Belleair Beach is financially stable, has a low millage rate, and is one of the safest cities.

Councilmember Schwerer: The process begins with:

- Clarifying and redefining the mission statement
- Defining the City's vision – what do we aspire to be
- Identifying the strengths, weaknesses, opportunities, threats (SWOT)

Start with a vision and mission before moving to a strategic plan.

Councilmember Gunn: I propose that everyone review the information and meet again with thoughts and ideas regarding a mission statement.

City Manager Rives: The mission statement should be refined and concise. The vision and the mission need to be defined first - then the capital plan, future

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plans and objectives – and once they have been identified by Council, it is Staff’s job to carry them out. Staff has many projects in progress based on the current five-year capital plan – several stormwater projects, the code review and work on the ordinances, utility undergrounding projects, a financial software component, the lighting plan, and the FEMA map changes for flood insurance and CRS reporting. There had been a prioritization of projects several years ago, and Council may want to revisit the priorities.

After Attorney Spoto Bircher submitted her drafts from the City Code Review Advisory Committee a work session could be scheduled to review them.

Consensus was the best day for work sessions is Thursdays.

Councilmember Shirley and Councilmember Schwerer: Attorney Spoto Bircher did a good job, was really valuable to the Committee and appreciated.

City Manager Rives: Advised City Council that a \$14,000.00 emergency repair had been done relining the 14th Street outfall that had caved in. The oysters will be cleaned out and the pipe relined.

Councilmember Schwerer: Asked if City Manager Rives could get something poster size showing a timeline for the stormwater projects that had been itemized, so that the Residents would have information on what the City is working on.

City Manager Rives: Yes, and he could also post it on the new website. He is working on a version of *City News* for the Residents with updates, new projects, completed projects, etc., using the City’s Constant Contact® list. Unfortunately, the email list is not the entire city.

Mayor Notaro thanked Councilmember Gunn for his presentation.

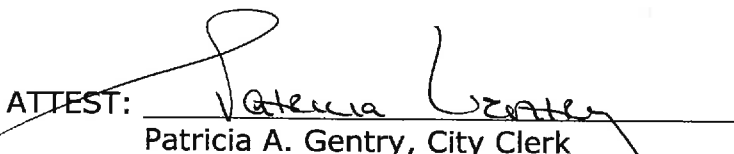
**ADJOURN**

**MOTION** was made by Councilmember Schwerer and seconded by Councilmember Shirley to adjourn the meeting.

**Motion passed 6-0.**

October 1, 2018  
Date Approved

APPROVED:   
Leslie Ford Notaro, Mayor

ATTEST:   
Patricia A. Gentry, City Clerk