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**Suggestions for Town Manager
Performance Goals for 2012**

Town of Lauderdale-by-the-Sea
OFFICE OF THE TOWN MANAGER

Memorandum

Date: October 3, 2011

To: Mayor Roseann Minnet
Commissioner Stuart Dodd
Commissioner Birute Clottey
Commissioner Scot Sasser
Commissioner Chris Vincent

From: Connie Hoffmann, Town Manager 

Subject: FY 2012 Performance Goals

The Commission asked for some suggested performance goals for FY 2012. From my perspective, FY 2012 will be a year focused on implementing the many projects and initiatives we've planned.

1. GOAL: IMPROVE GOVERNMENT EFFICIENCY

- a. Monitor contractors' performance to assure the Town achieves the saving and improvement in service anticipated in the recent contracts for service.
- b. Evaluate savings to be achieved by contracting for some services rather than providing with in-house personnel and present those options to the Commission for consideration.
- c. As contracts expire, evaluate whether renewing, bidding or piggybacking on other governments' contracts is in the best interest of the Town.
- d. Fill critical position with qualified and talented people.

2. GOAL: TOWN STRATEGIC PLAN

- a. Incorporate the Commission's decisions on modifying the Master Plan, the Drainage Master Plan priorities, the Planning priorities, funding plans and other initiatives the Town is pursuing into a written strategic plan.
- b. Provide a report at the end of the fiscal year on the status of implementing the Strategic Plan.

3. GOAL: DEVELOP STRATEGIES & INITIATIVES THAT PROMOTE THE ECONOMIC VITALITY OF THE TOWN

- a. Develop a marketing strategy for the Town.
- b. Define a brand image for the Town

- c. Incorporate the brand into Town communications, marketing materials, website, etc.
- d. Create one new special event or program that has specific goals to benefit the economic vitality of the Town.
- e. Make existing restaurants and commercial property owners aware of the sidewalk café license opportunities and the parking exemptions available to new or expanded restaurants.

4. GOAL: IMPLEMENT PRIORITY CAPITAL IMPROVEMENT PROJECTS

- a. Commercial Boulevard, West Streetscape Project (Seagrape to the the bridge) - complete design & permitting
- b. Commercial Boulevard, East Streetscape & Drainage Project - complete design, permitting & bidding for construction.
- c. A1A North Streetscape Project - complete construction
- d. A1A South streetscape project - complete design, permitting and bidding of the project.
- e. North Bougainvilla Drive Drainage & Streetscape Project - complete design, bidding & construction.
- f. Other Stormwater Projects:
 - i. Harbor drive drainage project - complete design, bidding & construction.
 - ii. Flamingo Drive Drainage Project - resolve the funding issues with the Plaza East Condo and complete construction.
- g. Develop cost estimates to improve street lighting in residential neighborhoods for consideration in the FY 2013 budget.
- h. Prepare a funding plan & schedule to implement needed capital repairs to the town's sewer system.
- i. Prioritize street resurfacing needs in town & estimate the costs for top priority projects for consideration in the FY 2013 budget.

5. GOAL: ADDRESS TOWN'S TOP SIX PLANNING PRIORITIES

- a. Priority #1: Remove the requirement for Mediterranean-style architecture.
- b. Priority #2: Modify the Code to encourage investment in and redevelopment of hotels, to discourage the conversion of tourist units to residential use, and to facilitate the development of new hotels.
- c. Priority #3: Make additional improvements to the Sign Code.
- d. Priority #4: Improve the Town's LDRs to address neighborhood and community compatibility issues with abutting redevelopment, and address historic preservation, archeological resources, and safety design issues.

- e. Priority #5: Remove pyramidal zoning structure, improve the definitions of the purpose and intent of various districts, and revise the Code so that it is consistent with the Charter.
- f. Priority #6: Adopt architectural guidelines for Commercial and Multi-Family projects.

6. GOAL: PROACTIVELY ADDRESS NUISANCES

- a. Adopt a Nuisance Abatement Ordinance.
- b. Commission appoint a Nuisance Abatement Board.
- c. Coordinate with BSO to bring cases before the Board.
- d. Continue the Hotel/Motel code inspection program in response to tourists' complaints about unsafe or unsanitary conditions.
- e. Operate with two-full time code enforcement officers til June, then reassess need for that level of service.

7. GOAL: PRESS FOR AN "ALL RED" OR OTHER EQUALLY EFFECTIVE SOLUTION TO IMPROVE PEDESTRIAN SAFETY AT THE INTERSECTION OF A1A AND COMMERCIAL BOULEVARD.

8. GOAL: IMPLEMENT IMPROVEMENTS TO THE PARKING SYSTEM

- a. Within the confines of the budget and where the cost-benefit analysis warrants it, continue the transition from single space to multi-space meters.
- b. Design and cost out the realignment of the A1A lot to provide more parking.
- c. Evaluate the number of parking spaces that can be added in the median on South Bougainvilla Drive.
- d. Implement pay by phone service.

9. GOAL: IN ACCORD WITH COMMISSION DIRECTION, NEGOTIATE A FAVORABLE EXTENSION TO THE CHOICE CONTRACT OR SEEK ALTERNATIVES FOR GARBAGE COLLECTION & RECYCLING THROUGH AN RFP.

10. GOAL: ACCELERATE RECYCLING EFFORTS IN TOWN