



Item No. 2n

AGENDA ITEM REQUEST FORM

Administration

Department Submitting Request

Connie Hoffmann, Town Manager

Dept Head's Signature

REG COMMISSION Meeting Dates 7:00PM

DEADLINE TO Town Clerk

ROUNDTABLE Meeting Dates 7:00PM

DEADLINE TO Town Clerk

- Oct 12, 2010
- Nov 9, 2010
- Dec 7, 2010
- Jan 11, 2011
- Feb 8, 2011
- Mar 8, 2011

- Oct 1 (5:00 pm)
- Oct 29 (5:00 pm)
- Nov 23 (5:00 pm)
- Dec 31 (5:00 pm)
- Jan 28 (5:00 pm)
- Feb 25 (5:00 pm)

- Oct 26, 2010
- Nov 22, 2010
- Dec 14, 2010
- Jan 25, 2011
- Feb 22, 2011
- Mar 22, 2011

- Oct 15 (5:00 pm)
- Nov 12 (5:00 pm)
- Nov 30 (5:00 pm)
- Jan 14 (5:00 pm)
- Feb 11 (5:00 pm)
- Mar 11 (5:00 pm)

*Subject to Change

- | | | | |
|---------------------------------------|---|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Reports | <input type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi Judicial | <input type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

SUBJECT TITLE: STRATEGIC PLANNING PROCESS

EXPLANATION: Discussion of Town Manager recommendations regarding a process for creating a strategic vision for the Town and a plan to implement that plan, which would include updating the 2004 Master Plan.

RECOMMENDATION: An overview of the process suggested is contained in the exhibit to this agenda item.

EXHIBITS: Memo dated 10/22/2010 from Town Manager re: Strategic Planning Process

FISCAL IMPACT AND APPROPRIATION OF FUNDS:

- Amount \$ _____ Acct # _____
- Transfer of funds required From Acct # _____

- Reviewed by Town Attorney
- Yes No

Town Manager Initials CH

Town of Lauderdale-by-the-Sea

OFFICE OF THE TOWN MANAGER

Memorandum

Date: October 22, 2010

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

From: Connie Hoffmann, Town Manager 

Subject: Strategic Planning Process

The Commission asked for my suggestions regarding how to go about updating the 2004 Master Plan. I've read the plan documents and looked at plans that preceded it, and met with a number of residents who were involved in the 2004 effort to get some insight into the process that was used and the aftermath of adoption of the plan. I then prepared a somewhat detailed list of recommendations in the 2004 plan and tried to define which elements of the plan were eliminated in whole or in part, which were voted down by referendum, Commission action, or recommendations from the Master Plan Steering Committee, and identified those components of the plan where things have been done that are inconsistent with the plan.

In the process of doing all of that, it became clear to me that the 2004 Master Plan clearly addresses the built-environment in the center of Town and at the entryways, speaks to some economic development issues, but plays little attention to the residential neighborhoods and does not address other strategic issues (such as public safety, environmental issues, protecting neighborhoods, cost of government, etc.)

My suggestion is that we work on creating a strategic plan and updating the 2004 Master Plan in two intertwining, and ultimately merging, tracks. In this community, neither a strategic plan nor the master plan will succeed without significant public commitment to the goals outlined in those plans. That commitment can only be built through their meaningful involvement in a) defining the major components of the strategic plan, and b) providing their input on specific implementation concepts that will affect them significantly. By the public, I mean taxpayers (residential and commercial), residents, business owners and, to the extent we can involve them, our tourists.

I see us giving the public the opportunity to attend facilitated community conversations where we ask them to engage in discussions about what aspects of the community matter to them the most, what their aspirations are for the future of the Town and what commitments they are willing to make to help achieve that future, followed by the identification of the major themes and components they want to see addressed in a strategic plan for the Town. We would hold multiple sessions so we can reach more people. This is strategic planning at the macro level and the results of the sessions would be consolidated and presented in another community meeting.

Over the next several months, the Master Plan Steering Committee will be meeting to make their recommendations on how the 2004 Master Plan should be updated or modified. We started that process this week and I will continue to attend their meetings and facilitate their discussions. The MPSC has agreed to the idea of having speakers come in to their meetings – or special workshops – to help educate all of us on time-tested principles and patterns of design of building communities that are alive and harmonious and memorable, so that they can begin to assimilate those principles or patterns into the work they do in reviewing the Master Plan and, eventually, in playing a role in implementing it. We hope the public will attend these sessions and we will get the word out about the invited speakers to the community at large.

In due course, the work of the Master Plan Steering Committee will be meshed into the broad outline of the major themes and components the public has defined in the community workshops on the larger strategic plan. We will then invite the full community in to provide input on what the MPSC has recommended. We can also hold facilitated community workshops on those aspects of the strategic plan that are not covered by the Master Plan update and need to be fleshed out.

I see myself and members of the Commission as facilitators of this process, although ultimately the Town Commission has the final say in terms of adopting the plans.

I haven't yet worked out a specific timeline for accomplishing all this, but what I have described above can be accomplished in six months' time if we really focus on it. That means that I will need the Commission's assistance in maintaining that focus by deferring assignments that have less importance to the ultimate future of our community.