



# AGENDA ITEM REQUEST FORM

Item No. 36

**Town Manager**

Department Submitting Request

**Connie Hoffmann**

Dept Head's Signature

X November 15 Special Workshop

- |                                       |   |                                       |  |
|---------------------------------------|---|---------------------------------------|--|
| <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 checked="" type="checkbox"/> New Business |

**SUBJECT TITLE: TOWN MANAGER FY 2010/2011 PERFORMANCE GOALS**

**EXPLANATION:** Discussion of desired performance goals for the Town Manager in the current fiscal year.

**RECOMMENDATION:** See exhibit

**EXHIBITS:** Memo dated November 12, 2010 from Town Manager

**FISCAL IMPACT AND APPROPRIATION OF FUNDS:**

- |   |  |
|---|--|
| <input type="checkbox"/> Amount \$ _____            | <input type="checkbox"/> Acct # _____      |
| <input type="checkbox"/> Transfer of funds required | <input type="checkbox"/> From Acct # _____ |

Reviewed by Town Attorney

- Yes     No

Town Manager Initials CH

# Town of Lauderdale-by-the-Sea

## OFFICE OF THE TOWN MANAGER

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### Memorandum

**Date:** November 12, 2010

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

**From:** Connie Hoffmann, Town Manager 

**Subject:** **Suggestions for Town Manager's FY 2010/2011 Performance Goals**

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I have drafted suggestions for what might be included in my performance goals for the current fiscal year. On the first category, I've given you examples of some of the objectives or steps that would be involved in achieving those goals.

My performance goals should tie directly to the issues you determine are priorities, so I have scheduled the discussion of your priorities before this item.

What I've listed is a very ambitious plan to accomplish in less than a year's time and once the Commission has determined my goals, I will come back to you for a discussion on how we might need to allocate resources to accomplish the goals.

#### **STRATEGIC PLANNING DELIVERABLES**

1. COMMUNITY-DRIVEN STRATEGIC VISION
  - a. Hold a series of Community Forums to identify the residents' and business community's vision for the Town
2. UPDATED MASTER PLAN
  - a. Facilitate MPSC's Recommendations on Plan Update & Priorities
  - b. Broad community input on the Plan & Plan Priorities
  - c. Develop an Implementation Plan & Schedule
3. DEVELOP ECONOMIC VITALITY INITIATIVE S
  - a. Greater Flexibility in Parking Regulations
  - b. Lauderdale-by-the-Sea Branding Plan

- c. Develop Strategies to encourage or incentivize hotel/motel retention, development, and redevelopment
- d. Way finding Signage

### **PUBLIC SAFETY DELIVERABLES**

1. DETERMINE RESIDENTS' PUBLIC SAFETY CONCERNS & PRIORITIES
2. AGGRESSIVE ENFORCEMENT VS CRIMINALS & PROPERTY OWNERS THAT HARBOR THEM
3. NEW CONTRACT FOR POLICE SERVICES
4. TRAFFIC CALMING PLANS FOR BOUGAINVILLA & SEAGRAPE
5. IMPLEMENT RESIDENT EMERGENCY NOTIFICATION SYSTEM

### **FINANCIAL DELIVERABLES**

1. INCREASE RETURN ON INVESTMENT OF TOWN'S CASH OVER FY 2009/2010 ROI
2. STABILIZE THE SEWER FUND
3. IDENTIFY FUNDING TO IMPLEMENT FIRST SEVERAL YEARS OF MASTER PLAN PRIORITIES & INCORPORATE INTO 5 YEAR CIP
4. IMPLEMENT IMPROVED PRACTICES IN THE OPERATION OF THE PARKING SYSTEM
5. IMPROVE THE EFFICIENCY OF THE TOWN'S GOVERNMENT OPERATIONS
6. ACHIEVE IMPROVEMENT IN INSURANCE RATINGS
7. ACHIEVE BETTER CONTROL OVER FIRE & MEDICAL EMERGENCY RESPONSE COSTS
8. REDUCE THE CONSUMPTION OF ELECTRICITY IN TOWN FACILITIES
9. DEVELOP A BUDGET PROCESS THAT INCORPORATES THE COMMISSION'S POLICY DECISIONS ON REVENUES AND SERVICE PRIORITIES EARLY IN THE BUDGET DEVELOPMENT CYCLE.

### **COMMUNITY QUALITY OF LIFE DELIVERABLES**

1. COMPLETE TWO PRIORITY DRAINAGE PROJECTS
2. COMPLETE DESIGN OF DOWNTOWN DRAINAGE PROJECT
3. COMPLETE A1A LAP STREETScape PROJECT
4. IMPLEMENT TWO ADDITIONAL QUALITY RECREATIONAL/CULTURAL PROGRAMS
5. INCREASE RECYCLING IN THE TOWN AS A WHOLE
6. MAKE INTERACTIONS WITH TOWN GOVERNMENT EASIER & MORE WELCOMING
7. EXPAND THE FUNCTIONALITY & PROGRAMMING OF CHANNEL 78
8. DEVELOP NEIGHBORHOOD IMPROVEMENT POLICIES/PROGRAM

## **GOALS INTERNAL TO OPERATION OF GOVERNMENT**

1. REVAMP & MODERNIZE THE PERSONNEL RULES
2. IMPLEMENT PURCHASING REGULATIONS THAT REFLECT BEST PRACTICES IN PROCUREMENT
3. UPGRADE THE KNOWLEDGE & SKILLS OF TOWN STAFF
4. IMPLEMENT THE TECHNOLOGY PLAN
5. MODERNIZE THE PHONE SYSTEM
6. FRIENDLIER & MORE RESPONSIVE INTERACTIONS WITH THE PUBLIC