

VILLAGE OF PALMETTO BAY
Minutes of the Special Council Meeting of August 18, 2015
Village Hall Chambers
9705 East Hibiscus Street

1. CALL TO ORDER, ROLL CALL, PLEDGE OF ALLEGIANCE

Mayor Eugene Flinn
Vice Mayor John DuBois
Council Member Tim Schaffer
Council Member Karyn Cunningham
Council Member Larissa Siegel Lara

Staff present:
Village Manager Edward Silva
Village Attorney Dexter W. Lehtinen
Village Clerk Meighan J. Alexander

Mayor Flinn called the meeting to order at 7:15 p.m. Mayor Flinn asked the Councilman Schaffer to lead the pledge of allegiance.

- 2. DECORUM STATEMENT:** Any person making impertinent or slanderous remarks, or who becomes boisterous, while addressing the Council may be barred from further appearance before the Council by the Mayor, unless permission to continue or again address the Council is granted by a majority vote of the Council. Applauding speakers shall be discouraged. Heckling or verbal outbursts in support or opposition to a speaker, or his or her remarks, shall be prohibited. No signs or placards shall be allowed in the Council meeting. Persons exiting the Council meeting shall do so quietly. All cellular telephones and beepers are to be silenced during the meeting.

- 3. REQUESTS, PETITIONS AND PUBLIC COMMENTS:** None at this time.

- 4.** Presentations from vendors to assist the Village in the preparation of a Strategic Plan and discussion/selection of same

Clerk Alexander advised that the vendors were chosen alphabetically to offer their presentations:

- A. Analytica: Herb Marlowe, Ph.D., principal, came forward and introduced his team (Jerry Wexelbaum and Henry Iler). He provided a brief explanation of the firm's history and experience.

Mayor Flinn asked Dr. Marlowe if the firm would be offering assistance with prioritizing the types of grants (State and Federal) that the Village should seek in order to have a successful outcome to the Village in accordance with the goals of the strategic plan.

Dr. Marlowe replied that strategic budgeting would be important in moving the community forward, which includes partnering with others. He stated that partnerships and networks are key. He explained the process by which the firm can assist with social media and public engagement. He also noted that the firm provides expertise in all areas of strategic planning.

Following brief comment, the Council agreed that questions would be asked of the firms throughout presentations and at the end of all four presentations.

Councilwoman Siegel Lara asked the one project that the firm felt added the most value to the community served and why. Dr. Marlowe replied that the work performed in the City of Deland, Florida, is that of which he is most proud. He stated that the work began in early 2000 and the strategic plan was completed. He explained that the city, like the rest of Florida, suffered when the economy suffered and the strategic plan prepared them for the challenges faced by all.

Councilwoman Siegel Lara asked what the firm feels is the key to insuring that Palmetto Bay community is given a representative voice in the process (not just the vocal minority). Dr. Marlowe stated that they use multiple methods, such as being proactive, visiting the restaurants and other meeting places, speaking to the locals. He stated that when they facilitate meetings, they insure that everyone is comfortable and that all are welcomed. He noted that they also reach out to organized groups that already have standard set meetings. Dr. Marlowe concluded that they listen to a variety of sources.

- B. Keith and Schnars: Mr. Earl Colachi, Chief Operating Officer, came forward to make his presentation. He introduced members of the firm.

Mayor Flinn asked for explanation as to how the Village can appropriately plan for the goals that will be defined in a future strategic plan. Vice Mayor DuBois added how the firm will seek grant funds that the Village may not be aware of.

Mr. Colachi stated that the firm would analyze the goals and assess what grant dollars may be available and how to be successful in receiving the grants. He explained that a time line would be created and the strategies would be ranked according to their viability.

Ms. Lowe stated that the firm would provide grant writing assistance to accomplish the various goals and advise the village as to the qualifications that would be required under each grant.

Councilwoman Cunningham stated that cost variables are listed on the firm's proposal, but she wanted to be sure she understood the exact cost.

Mr. Jim Caris replied that the firm would endeavor to provide the Village with solutions to the extent the Village wishes to seek them. For example, to what extent would the firm be meeting with the public? He stated that they attempted to respond to the proposal's language by providing a range of items, such as, input, public participation, and planning meetings, including a council retreat.

Councilman Schaffer expressed his approval with having residents provide their suggestions and returning to the council with a list of priorities and a list of items that people wish to see accomplished.

Mr. Caris expressed how the firm has had a great deal of success utilizing this method.

- C. Management Partners: Mr. Kevin Knutson came forward and described his firm's experience and qualifications.

Mr. Knutson explained that the firm is committed to representing the Village, providing guidance and working diligently on the surveying function.

Councilwoman Siegel Lara stated that she assumes the firm reviews information received in response to customer satisfaction surveys to modify the strategic plan. Mr. Knutson agreed, stating that this was done specifically with a police department in the past.

- D. Novak Company: Ms. Julia Novak, Principal, and Ms. Michelle Ferguson, Organizational Assessment Practice Leader came forward and described their firm's qualifications.

Councilwoman Siegel Lara asked how the firm insures the integrity of the results of their "meeting in a box". Ms. Novak advised that there may be the possibility of conducting a single focus-type of meeting and, in each case, they perform a full analysis and review the anomalies and respond.

The Council asked the firms to come into the Chambers for questioning.

Vice Mayor DuBois asked what would be the single criteria that the Village should take into account prior to selecting a firm.

- The Novak Company stated that the outcome, who can deliver, is the most important.
- Management Partners replied that the ability to translate the plan into action is the most important criteria.
- Keith & Schnars stated that the comprehensive nature of each step, the cohesiveness is most important.
- Analytica stated that the Village should choose the firm they are most comfortable with.

Councilwoman Cunningham asked the firms to describe a major roadblock they encountered.

- Analytica: the firm was hired to begin a strategic plan in St. Petersburg immediately following a race riot. He stated that tensions were high; however, they met with key strategic stakeholders who became the ambassadors for the firm and the City.
- Keith and Schnars: they received a call from a City that had received negative media coverage, and the community was very doubtful and suspicious.
- Management Partners: the firm was hired to perform a strategic plan just before an election, with the public unhappy with the current elected officials.
- The Novak Company: they were hired to perform a plan in a community that recently had a new council of different generations, three were young; two were elderly. She stated that there was a great deal of tension among the Council.

Councilman Schaffer asked the firms to tell him why their services are needed.

- Keith and Schnars: The firm considers themselves local and is well aware of what the community needs. He stated that the firm will provide a concise set of priorities that guides staff. He noted that they would provide quarterly "check in" to insure that the direction of the priorities is being followed.
- Management Partners: He noted that the process needs to be adopted by the staff and council, as it is only useful when the directors and front line staff embrace the priorities and direction created by the strategic plan.
- The Novak Company: She advised that the consultants are process experts, not content experts. She stated that as the facilitator of the process, they will listen and distill the information so that the ability to draw a consensus and build capacity is captured and there is a clear action plan of the steps.
- Analytica: He explained that the firm works on building consensus and the Council's role will be to use that consensus.

Mayor Flinn asked how the firms intend to involve the advisory committees to best serve the strategic plan

- Management Partners: The advisory committees are part of the process and they will have a voice. The firm will ask them to provide influence.
- The Novak Company: The committees will be the foundation to provide input and legitimacy.
- Keith and Schnars: The committees will help the process be successful.
- Analytica: The firm explained that the committees will be part of the cadre of individuals that will help build this plan.

Councilwoman Siegel Lara asked what is embedded into the proposal to insure the sustainability of the plan.

- Management Partners: They will work with the executive team to make sure that they understand the goals of the plan.
- The Novak Company: The expectations, follow-up, and capacity are key to the sustainability.
- Analytica: The firm explained that regular review of the plan at staff level and council level will be key, as will setting a performance matrix.
- Keith and Schnars: The firm stated that the Council's decision on how to adopt the plan, either stand alone or with the comprehensive plan is key; deciding how often to review the plan; and, evaluating through an agenda report whether an item is on line with the strategic plan's goals.

Mayor Flinn asked whether the strategic plan would assist with branding.

- The Novak Company stated that the vision and process is the brand.
- Management Partners stated that the brand is the Village's promise- what the mission is about.
- Keith and Schnars replied that the firm employees a branding expert that will move together with the planning and act consistently with the strategies.
- Analytica noted that their job is to listen and promote the phrase that all appreciate.

Following Council discussion, the Council was informed by Attorney Lehtinen that Council is able to speak with staff, but not able to speak with vendors as the item remains under the cone of silence. He additionally advised that the written evaluations are public records and the rankings are guidelines, the Council is not bound by the rankings and can award the contract at will.

Councilwoman Siegel Lara moved to defer the selection to the September 8th Council Meeting. Seconded by Councilwoman Cunningham. All in favor.

B. ORDINANCES FOR SECOND READING AND PUBLIC HEARING

- A. AN ORDINANCE OF THE MAYOR AND VILLAGE COUNCIL OF THE VILLAGE OF PALMETTO BAY, FLORIDA, RELATING TO THE FISCAL YEAR 2014-2015 BUDGET; AMENDING ORDINANCE NUMBER 2014-06; AMENDING THE VILLAGE'S BUDGET FOR THE 2014-2015 FISCAL YEAR; AUTHORIZING THE VILLAGE MANAGER TO TAKE ALL ACTIONS NECESSARY TO IMPLEMENT THE TERMS AND CONDITIONS OF THIS ORDINANCE; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; PROVIDING FOR CODIFICATION; AND PROVIDING AN EFFECTIVE DATE.

Councilman Schaffer moved this item forward. Seconded by Vice Mayor DuBois.

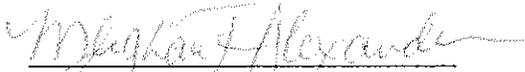
Manager Silva advised that there were no changes from first to second reading.

Mayor Flinn opened the public hearing. No one wished to speak. The public hearing was closed.

The Ordinance passed unanimously following roll call vote (5 to 0.)

5. NEXT MEETING AND ADJOURNMENT: The meeting adjourned at 10:10 pm.

Prepared and submitted by:



Meighan J. Alexander, CMC
Village Clerk

Approved by the Village Council on this 5th day of October, 2015.



Eugene Flinn, Mayor

PURSUANT TO FLORIDA STATUTES 286.0105, IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THIS COUNCIL WITH RESPECT TO ANY MATTER CONSIDERED AT ITS MEETING OR HEARING, HE OR SHE WILL NEED A RECORD OF THE PROCEEDINGS, AND THAT FOR SUCH PURPOSE, THE AFFECTED PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THIS NOTICE DOES NOT CONSTITUTE CONSENT BY THE VILLAGE FOR THE INTRODUCTION OR ADMISSION OF OTHERWISE INADMISSIBLE OR IRRELEVANT EVIDENCE, NOR DOES IT AUTHORIZE CHALLENGES OR APPEALS NOT OTHERWISE ALLOWED BY LAW. WHILE THE FLORIDA STATUTES DO NOT REQUIRE TAPE RECORDINGS, TO THE EXTENT THAT TAPE RECORDINGS ARE MADE, THE TAPES MAY BE REQUESTED FROM THE VILLAGE CLERK FOR REVIEW AND/OR COPYING. THE VILLAGE OF PALMETTO BAY CAN NOT GUARANTEE QUALITY OF ANY RECORDING.