



TOWN OF PALM BEACH

Town Manager's Office

TENTATIVE -
SUBJECT TO
REVISION

STRATEGIC PLANNING BOARD MEETING

AGENDA

TOWN HALL
COUNCIL CHAMBERS - SECOND FLOOR
360 SOUTH COUNTY ROAD

Thursday, February 9, 2023
9:30 a.m.

I. CALL TO ORDER AND ROLL CALL

Mayor Danielle Moore, Chair
Alfred "Skip" Aldridge
Elizabeth Dowdle
Kristen Kelly Fisher
Nicki McDonald
Peter McKelvy
Katherine Ostberg
Michael Pucillo
Michael Reiter

II. PLEDGE OF ALLEGIANCE

III. APPROVAL OF AGENDA

IV. COMMUNICATIONS FROM CITIZENS

V. APPROVAL OF MEETING MINUTES

A. December 15, 2022, Strategic Planning Board Minutes

VI. REGULAR AGENDA

- A. Review Focus Group Results
Trina Pulliam, Trainnovations
- B. Review Strategic Focus Areas
Trina Pulliam, Trainnovations

- C. Review Vision and Mission
Trina Pulliam, Trainnovations
- D. Review Internal Understanding of ‘Palm Beach Way’
Trina Pulliam, Trainnovations
- E. Next Steps
Trina Pulliam, Trainnovations

VII. ANY OTHER MATTERS

VIII. ADJOURNMENT

PLEASE TAKE NOTE:

The progress of this meeting may be monitored by visiting the Town’s website (www.townofpalmbeach.com) and clicking on “Meeting Audio”. If you have questions regarding that feature, please contact the Town Manager’s Office at (561) 838-5410.

Disabled persons who need an accommodation in order to participate in the meeting are requested to contact the Town Manager’s Office at (561) 838-5410 or through the Florida Relay Service by dialing 1-800-955-8770 for voice callers or 1-800-955-8771 for TDD callers, at least two (2) working days before this meeting.



TOWN OF PALM BEACH

Town Clerk's Office

REPORT OF THE STRATEGIC PLANNING BOARD MEETING HELD ON DECEMBER 15, 2022

I. CALL TO ORDER AND ROLL CALL

The Strategic Planning Board meeting of December 15, 2022, was called to order at 9:30 a.m. On roll call, all committee members were found to be present except Katherine Ostberg.

II. PLEDGE OF ALLEGIANCE

Chair Moore led the Pledge of Allegiance.

III. APPROVAL OF AGENDA

Motion was made by Member Aldridge and seconded by Member Pucillo to approve the agenda. On roll call, the Motion passed unanimously.

IV. COMMUNICATIONS FROM CITIZENS

There was no communication from citizens.

V. APPROVAL OF MEETING MINUTES

A. November 4, 2022, Strategic Planning Board Meeting Minutes

Motion was made by Member Aldridge and seconded by Member McKelvy to approve the Minutes of the November 4, 2022 meeting. On roll call, the Motion passed unanimously.

VI. REGULAR AGENDA

A. Strategic Focus Areas

Trina Pulliam, Trainnovations

Trina Pulliam, from Trainnovations, provided a brief history of the discussions regarding the strategic focus areas and stated that the areas to be discussed today would be numbers 4-6, review numbers 1-3, discuss "Palm Beach Way" and decide the Next Steps.

1 Defining the “Palm Beach Way”

2
3 Committee members expressed their concerns regarding use of the phrase “Palm
4 Beach Way”. After lengthy discussion, Ms. Pulliam summarized the revised Vision
5 Statement as follows: *The Town of Palm Beach will promote an exceptional quality*
6 *of life for current and future generations. We take pride in our small town honoring*
7 *our heritage as a unique legacy worth keeping while creatively managing future*
8 *challenges.*

9
10 **Motion was made by Member Aldridge and seconded by Member Reiter to**
11 **approve the revised Vision Statement as amended. On roll call, the Motion**
12 **passed 7-1 with Chair Moore dissenting.**

13
14 After discussion and comments from Committee members, the revised Mission
15 Statement was read and accepted without further amendments.

16
17 The Palm Beach Way earlier discussion was revisited and concluded with the
18 following definition: *The “Palm Beach Way” is the Palm Beach Lifestyle: Creating*
19 *Fostering a sense of community through our values. This is a feeling, a sense of*
20 *community, and the relationship between people within the community. Common*
21 *themes used to express this are: Civility, Generosity, Courtesy, Respect,*
22 *Cooperation and Civic engagement.*

23
24 Strategic Focus Area #4

25
26 Ms. Pulliam led the discussion regarding strategic focus area # 4 and outcome:
27 *Preserve and honor our unique community, rich history, and architectural*
28 *character.*
29 *Outcome: Overcrowding is safeguarded against. Traditional and well-established*
30 *land use standards and best practices are upheld. A focus on urban planning and*
31 *zoning is created with a consideration for charm, appeal and long-term resilience*
32 *and protection of our values.*

33
34 **Motion was made by Member Pucillo and seconded by Member Aldridge to**
35 **approve the Outcome as amended. On roll call, the Motion passed**
36 **unanimously.**

37
38 Strategic Focus Area #5

39
40 Ms. Pulliam led the discussion regarding the strategic focus area #5 and outcome:
41 *Actively engage with federal, state, and local governments and agencies to protect*
42 *home rule in the Town of Palm Beach.*
43 *Outcome: Available resources, including collaboration with other agencies and*
44 *engagement in coalitions, that help us protect the right to self-govern, craft*
45 *ordinances, and make decisions based on our community's needs are encouraged,*
46 *utilized, and prioritized.*

1 All members agreed with the revision made to the outcome.

2
3 Strategic Focus Area #6

4
5 After brief discussion and comments, the strategic focus area and outcome were
6 both approved as written and presented:

7
8 *Provide reliable and sustainable management of drinking water, wastewater, and*
9 *storm water.*

10 *Outcome: The Town's drinking water is of high quality and healthy. It is*
11 *abundant and readily available. The infrastructure is reliable, sustainable, well*
12 *maintained and meets current and future needs. Water resources, including waste*
13 *and storm water, are managed in an environmentally and sustainable way.*

14
15 Strategic Focus Areas Nos. 1, 2 and 3

16
17 Ms. Pulliam stated that revisions to focus areas and outcomes 1, 2 and 3 were made
18 after feedback at last month's meeting. Set out below are the revised versions of
19 each after discussion.

20
21 *Strategic Focus Area # 1: Provide a framework for supporting the Town of Palm*
22 *Beach before, during and after a natural or manmade disaster.*

23 *Outcome: Through mitigation, the impacts for potential natural and manmade*
24 *disasters are reduced while maintaining community resilience. A culture of*
25 *preparedness and responsiveness for all residents, businesses, and government is*
26 *built and fostered.*

27
28 *Strategic Focus Area # 2: Control, regulate and stabilize on-island mobility*
29 *including traffic, parking, and pedestrian thoroughfares.*

30 *Outcome: Traffic congestion and parking are managed for residents and visitors*
31 *consistent with the Town's charm and character. Pedestrian thoroughfares are*
32 *protected and secured for safety.*

33
34 *Strategic Focus Area # 3: Promote sustainable management and enhancement of*
35 *the Town of Palm Beach's outstanding parks and natural environment through*
36 *conservation and environmental protection.*

37 *Outcome: Biodiversity including its coastal, marine, terrestrial and water*
38 *ecosystems is protected and restored through environmental awareness*
39 *education, promoting healthy landscape practices, encouraging use of native*
40 *fauna and flora, and reducing use of chemical pesticides.*

41
42 Ms. Pulliam will provide the Board the finalized consented verbiage for all Strategic Focus
43 Areas.

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ANY OTHER MATTERS

VIII. ADJOURNMENT

APPROVED:

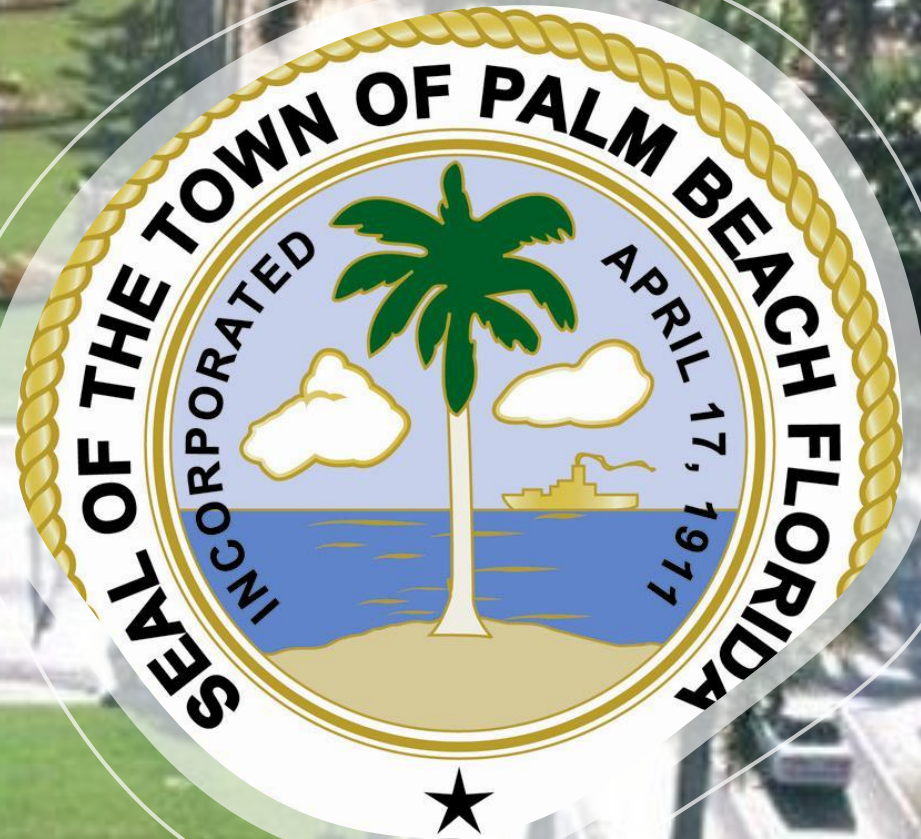
Danielle H. Moore, Chair

Pat Gayle-Gordon, Acting Town Clerk

Date _____

Strategic Planning Board Meeting

February 9, 2023



The word "AGENDA" is written in large, white, 3D block letters. It is centered and surrounded by a dynamic, abstract background of colorful brushstrokes in shades of purple, blue, yellow, and orange, creating a sense of movement and energy.

AGENDA

- 9:30 Call to order and roll call
- 9:35 Pledge of Allegiance
- 9:36 Approval of Agenda and Minutes
- 9:40 Review Focus Group Results
- 10:40 Review SFA's 1-3
- 10:45 Review SFA's 4-6
- 10:50 Review Vision and Mission
- 10:55 Review the Internal Understanding of "Palm Beach Way"
- 11:10 Next Steps and Wrap up
- 11:15 Adjourn



Focus Groups – Participation Overview

Mandel Rec Center		
January 5		
	Invited	Attended
Participants	28	15
Midtown	17	8
South end	1	1
North end	10	6
Full time	7	3
Part time	21	12

South Fire Station		
January 11		
	Invited	Attended
Participants	33	26
Midtown	16	12
South end	9	7
North end	8	7
Full time	24	19
Part time	9	7

Overall		
	Invited	Attended
Participants	61	41
Midtown	33	20
South end	10	8
North end	18	13
Full time	31	22
Part time	30	19

How We Conducted the Focus Groups

Areas for Input and Comment which emerged from the survey:



- Traffic
- Parking
- Drinking water
- Waste and Storm water
- Environmental Sustainability and Pesticides
- Community Character/Exceptional Quality of Life

Questions to Ponder

What's the issue? What does this mean?

Why is this a problem or why not?

How would you want it to be?



Table Rotations

1. There were 6 rounds.
2. Each Round was timed.
3. At the end of each round, each POSTER moved to the next table.
4. The final round was a Lightning Round where participants could revisit and add to any poster.



Focus Groups – What We Learned

	Parking	Traffic
Why is this a problem? What does it look like?	• Lack of parking along beaches, residential areas, and commercial districts. • Parking meters are an issue and length of time to park is too short. • Too costly for residents.	• Mobility, including pedestrian, bikes, and cars, is dangerous. • Traffic is slow, congested, and hazardous. • Not enough mobility options (bike, ferry, public transport). • Bridge openings are not predictable.
How should it be?	• Parking for residents should take priority over visitors and employees. • Parking should be free for residents and be a longer duration than currently. • Free parking on Saturdays for the Synagogues. • Parking rules should be enforced. • There will be more parking spaces than there are currently. • Parking should be found within 5 minutes of arrival at destination.	• Mobility, in all its forms, should be safe. • Traffic should be efficient and flexible across multiple mobility modalities. • Fewer cars, both residential and visitor/employee, will be on the roadways. • There will be multiple mobility options to choose from including pedestrian, bicycle, public transport, water taxis/ferries, and off-island parking with public transport.



Focus Groups – What We Learned

	Environmental Protection	Waste and Stormwater
Why is this a problem? What does it look like?	• Chemical and plastics use is polluting the environment. • Chemical spraying is being done close to schools. • Sea level rise is a threat to the island. • Turtle nesting sites are compromised. • Beaches are not clean or debris free.	• The public is unaware of the issues. • There is flooding along the Lake Trail as well as along properties and roadways. • Stormwater is not draining in timely manner. • There is poor or unknown management of wastewater.
How should it be?	• We support sustainability to promote a healthy environment. • Beaches are clean and free of debris and weeds. • Pesticides and chemicals usage don't present a hazard to our environment or health. • Turtles are protected. • We have coastal resiliency and a reduced threat from sea level rise. • We have intelligent use of native plants. • The Town, common areas, and gardens are still beautiful.	• There are more permeable areas to promote better stormwater and drainage management. • The intracoastal waterway is healthy and not compromised by stormwater runoff. • Infrastructure for waste and stormwater is maintained and sufficient to transport collected water/waste. • Wastewater management is adept and local.



Focus Groups – What We Learned

	Quality of Life	Drinking Water
Why is this a problem? What does it look like?	• We are losing our small-town feel and our Palm Beach charm and character. • There is a lack of walkability in commercial areas. • We are losing our beautiful place. • Overcrowding resulting in congestion, increase noise, and trash is an issue. • There is an increase in crime. • There are violations of Town Declarations of Use.	• It's not a problem. It's been taken care of. • It is not sustainable in its current management. • Water quality is not as high as it should be. • Water is not as available as it should be.
How should it be?	• We maintain our charm, character and small-town feel. • The Town is beautiful and welcoming in appearance with open spaces and public access amenities. • We feel safe and secure and have a low crime rate. • We honor our history and heritage.	• Our water tastes good, is healthy, is high in quality, and available. • We manage, report, and provide high quality water transparently using technology and best practices. • Our water utility is self-sustaining. • We have the best drinking water in the USA. • We don't need or want to use bottled water.

Strategic Focus Area # 1

Original Statement	SFA: Provide a framework for supporting the Town of Palm Beach before, during and after a natural disaster.	Outcome: The risks for known potential natural disasters such as sea level rise, hurricanes, and other significant rain and wind events are reduced while maintaining community resilience. A culture of preparedness for all residents, businesses, and government is built and fostered.
Revised	SFA: Provide a framework for supporting the Town of Palm Beach before, during and after a natural or <u>manmade</u> disaster.	Outcome: Through <u>mitigation, the impacts</u> for potential natural <u>and manmade</u> disasters are reduced while maintaining community resilience. A culture of preparedness <u>and responsiveness</u> for all residents, businesses, and government is built and fostered.

Strategic Focus Area # 2

Original Statement	SFA: Control, regulate and stabilize on-island mobility including traffic, parking, and pedestrian thoroughfares.	Outcome: Parking for residents and visitors is available and accessible while traffic congestion is reduced and moderated. Pedestrian thoroughfares are protected and secured for safety. Gracious driving etiquette that honors the Palm Beach Way is regarded and respected.
Revised	SFA: Control, regulate and stabilize on-island mobility including traffic, parking, and pedestrian thoroughfares.	Outcome: <u>Traffic congestion and parking are managed for residents and visitors consistent with the Town's charm and character.</u> Pedestrian thoroughfares are protected and secured for safety.

Strategic Focus Area # 3

Original Statement	SFA: Promote sustainable management of the Town of Palm Beach's outstanding natural environment through conservation and environmental protection.	Outcome: Biodiversity including its coastal, marine, terrestrial and water ecosystems is protected through environmental awareness education, promoting healthy landscape practices, encouraging use of native fauna and flora, and reducing use of chemical pesticides.
Revised	SFA: Promote sustainable management <u>and enhancement</u> of the Town of Palm Beach's outstanding <u>parks</u> and natural environment through conservation and environmental protection.	Outcome: Biodiversity including its coastal, marine, terrestrial and water ecosystems is protected <u>and restored</u> through environmental awareness education, promoting healthy landscape practices, encouraging use of native fauna and flora, and reducing use of chemical pesticides.

Strategic Focus Area # 4

Original Statement	SFA: Preserve and honor our unique community, rich history, and architectural character.	Outcome: Overcrowding is safeguarded. Traditional and well-established land use standards and ideas are upheld. A focus on urban planning is created with a consideration for charm, appeal and long-term resilience and protection of the Palm Beach Way .
Revised	SFA: Preserve and honor our unique community, rich history, and architectural character.	Outcome: Overcrowding is safeguarded <u>against</u> . Traditional and well-established land use standards and <u>best practices</u> are upheld. A focus on urban planning <u>and zoning</u> is created with a consideration for charm, appeal and long-term resilience and protection of <u>our values</u> .

Strategic Focus Area # 5

Original Statement	SFA: Actively engage with federal, state, and local governments and agencies to protect home rule in the Town of Palm Beach.	Outcome: All available resources, including collaboration with other agencies and engagement in coalitions, that help us protect the right to self-govern, craft ordinances, and make decisions based on our community's needs are encouraged, utilized, and well-positioned .
Revised	SFA: Actively engage with federal, state, and local governments and agencies to protect home rule in the Town of Palm Beach.	Outcome: Available resources, including collaboration with other agencies and engagement in coalitions, that help us protect the right to self-govern, craft ordinances, and make decisions based on our community's needs are encouraged, utilized, and <u>prioritized</u> .

Strategic Focus Area # 6

Original Statement	SFA: Provide reliable and sustainable management of drinking water, wastewater, and storm water.	Outcome: The Town's drinking water is of high quality and healthy. It is abundant and readily available. The infrastructure is reliable, sustainable, well maintained and meets current and future needs. Water resources, including waste and storm water, are managed in an environmentally friendly and sustainable way.
Revised	SFA: Provide reliable and sustainable management of drinking water, wastewater, and storm water.	Outcome: The Town's drinking water is of high quality and healthy. It is abundant and readily available. The infrastructure is reliable, sustainable, well maintained and meets current and future needs. Water resources, including waste and storm water, are managed in an environmentally friendly and sustainable way.

Revised: Vision and Mission

removing “Palm Beach Way”

Vision:

The Town of Palm Beach will promote an exceptional quality of life for current and future generations. We take pride in our small town honoring our heritage as a unique legacy worth keeping while creatively managing future challenges.

Mission:

The Town of Palm Beach provides unparalleled services to residents, businesses, and visitors. Through leadership and community engagement we:

- Promote our gracious community character and culture;
- Ensure a safe and secure Town;
- Respect our history and architecture; and
- Conserve the health of our environment.





Defining and Understanding “Palm Beach Way”

The “Palm Beach Way” is:

- A feeling
- A sense of community
- The relationship between people within the community

Common themes used to express this are:

- Civility
- Generosity
- Courtesy
- Respect
- Cooperation
- Civic engagement

The “Palm Beach Lifestyle”: Fostering a sense of community through our values.



Next steps

- Create Final Presentation for Town Council
 - Summary of work and findings
 - Recommendations for moving forward



Next Strategic Planning Board Meeting

March 9, 2023

9:30 a.m. – 11:30 a.m.