



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

Friday, November 4, 2022
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. October 14, 2022, Strategic Planning Board Minutes

VI. REGULAR AGENDA

- A. November 2, 2022 Community Engagement Event Update
Carolyn Stone, Deputy Town Manager
- B. Strategic Focus Areas
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 Office of Information Technology (561) 227-6315. The audio recording of the meeting will appear within 24 hours after the conclusion of the meeting.

Disabled persons who need an accommodation in order to participate in the meeting are requested to contact the Town Manager's Office at 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

STRATEGIC PLANNING BOARD MEETING

THE MEETING MINUTES OF THE STRATEGIC PLANNING BOARD HELD ON Friday, October 14, 2022

I. CALL TO ORDER AND ROLL CALL

The Strategic Planning Board meeting was called to order on Friday, October 14, 2022, at 9:01 a.m. All board members were present for the meeting, with Member Pucillo in attendance via Zoom.

II. PLEDGE OF ALLEGIANCE

Mayor Moore led the Pledge of Allegiance.

III. APPROVAL OF AGENDA

Motion was made by Mayor Moore and seconded by Member Aldridge to approve the agenda. The Motion passed unanimously.

IV. COMMUNICATIONS FROM CITIZENS

There was no communication from citizens.

V. APPROVAL OF MEETING MINUTES

A. June 2, 2022, Strategic Planning Board Meeting Minutes

Motion was made by Member Aldridge and was seconded by Member Kelly Fisher, to approve the minutes of the June 2, 2022, meeting. The motion passed unanimously.

VI. REGULAR AGENDA

A. Community Survey Results Presentation

Alan Warden, Thomas Herman, Community Data Platforms

Thomas Herman and Alan Worden, from Community Data Platforms, provided an overview of the Community Survey findings which identified factors that impact and influence the Town. The purpose of the Community Survey was to gather data on actionable items for the Strategic Plan and provide the focus group consultant rich information to make focus groups successful.

Mr. Herman expressed that the response rate of the survey was high, with 1,500 participants, and credited the diligent efforts of the Town Manager's Office staff. Mr. Herman noted the median age of respondents was 67 coordinated with the Town's population median age of 70 years old. Responses that aligned with the board's identified strengths, weaknesses, concerns, and opportunities were noted.

Inquiries and discussion regarding the survey results ensued.

2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1

Trina Pulliam, Trainnovations

Trina Pulliam from Trainnovations reviewed the process, with intent to begin identifying suggested strategic focus areas.

Chair Mayor Moore and Member McDonald were both in favor of an additional board meeting before bringing recommendations to Town Council.

Chair Mayor Moore highlighted the benefit of community engagement to dig deeper into resident reasoning. Member McDonald requested an open forum in addition to focus groups to engage public involvement. Chair Mayor Moore and Member Reiter also supports the idea of a community forum.

C. Strategic Focus Areas

Trina Pulliam, Trainnovations

Trina Pulliam from Trainnovations reinforced that the SWOT analysis and critical success factors workshopped by the Strategic Planning Board was supported with the Community Survey findings.

Ms. Pulliam opened the workshop exercise explaining that strategic focus areas should align with critical success factors and when identifying a critical success factor, it should have an actionable intent.

As an example, Ms. Pulliam explained that a strategic focus area could be *‘To provide a reliable and sustainable source of clean and safe drinking water’* with an outcome statement that *‘The Town’s drinking water is of high quality and healthy. It is abundance and readily available. The infrastructure is realizable, sustainable, well maintained and meets current and future needs. Water resources are managed in an environmentally friendly and sustainable way’*.

Ms. Pulliam polled each board member for initial input.

1. Chair Mayor Moore provided closing comments thanking the Board and staff.

VII. ADJOURNMENT

Mayor Moore adjourned the Strategic Planning Board meeting at 11:32 a.m.

APPROVED:

Mayor Danielle H. Moore
Chair

ATTEST:

Sophie Rios, Board Clerk

Date