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REPORT OF THE STRATEGIC PLANNING BOARD MEETING HELD ON OCTOBER 10, 2001

I. CALL TO ORDER AND ROLL CALL

The Strategic Planning board Meeting was called to order by Chair Lesly Smith on Wednesday, October 10, 2001, at 1:00 p.m. in the Town Council Chambers. On roll call the following Board Members were found to be present: Chair Lesly Smith, Vice-Chair Bruce McAllister, Board Members William Cooley, Alec Flamm, William E. Hutton III, and, via telephone, William Watchman Jr. Also present for all or a portion of the meeting were: Town Attorney John Randolph, Town Manager Peter Elwell, Councilman Norman Goldblum, Councilman William Brooks, and John Fernsler of Wallace Roberts & Todd, LLC,

II. PLEDGE OF ALLEGIANCE

Chair Smith led the Pledge of Allegiance

III. APPROVAL OF AGENDA

The Agenda was approved through motion of Board Member Cooley, seconded by Board Member Hutton, carrying unanimously on roll call.

IV. APPROVAL OF THE REPORT OF THE STRATEGIC PLANNING BOARD MEETING ON SEPTEMBER 26, 2001

Board Member Flamm moved approval of the Report of the Strategic Planning Board Meeting

of September 26, 2001, with the addition of a notation concerning his presence via telephone. The motion was seconded by Board Member Hutton, carrying unanimously on roll call.

V. COMMUNITY FORUM (VISIONING)

REPORT OF THE STRATEGIC PLANNING BOARD MEETING HELD ON OCTOBER 10, 2001

A. Review of Public Outreach Materials

Town Manager Elwell reported that Friday, November 16th, at The Breakers Hotel from 4:00 - 6:00 p.m. was confirmed, as was The Colony for Saturday, 10:00 - 12:00 a.m., November 17th; the meeting arrangements for the south end were still in progress, although the South Fire-Rescue Station had been retained if all else failed.

Mr. Elwell noted that the Town Council had approved funding in the amount of $10,000 for the outreach effort; he clarified that the back-up material today included two draft letters inviting public participation, which would be sent to every address in Town, as well as the draft material regarding the two full page advertisements to be placed on the two Sundays immediately preceding the forum.

In response to Vice-Chair McAllister, Town Manager Elwell indicated that light refreshments would be served at the forums.

Discussion Regarding Letter to Residents:

Vice-Chair McAllister commented that both draft letters were fine, in particular the portion of the draft prepared by Board Member Flamm wherein the expectations of forum participants was set forth. He suggested that both letters be incorporated into one.

Board Member Cooley agreed with incorporation of portions of both letters, even if two pages would be needed. He suggested picking up the first two paragraphs of the Elwell/Fernsler letter, and then adding the Flamm letter from paragraph three forward.

Town Manager Elwell clarified that the combined letter would require two pages; he offered

that he would submit the two letters to his staff, to be re-drafted in a combined format, according to the discussion that had taken place today, and present the Board with the revised draft letter at a later point in the meeting.

After further discussion had taken place, Town Manager Elwell submitted the revised draft letter to residents that had been re-typed for the review of the Strategic Planning Board.

Mayor Smith suggested that the letter be signed by all of the members of the Strategic Planning Board.

The letter was edited in various areas; it was decided that the recipients of the letter would be asked to choose one session to attend.

Mr. William Guttman expressed concern that the first paragraph of the letter was too long, and suggested that the letter start with the second paragraph. It was determined that the paragraph would be broken into two paragraphs.

Mr. Floyd Wideman, Ms. Amy Shaugnessy, Mr. Gerry Frank, and Councilman Norman Goldblum, Councilman Brooks all made comments/suggestions regarding the draft letter. Ms. Shaugnessy submitted her own draft of the letter.

Town Manager Elwell submitted the second re-draft of the letter to secretarial staff for re-typing.

After discussion, and further editing, the letter was finalized.

Discussion Regarding The Newspaper Advertisements:

Vice-Chair McAllister commented that the purpose of the letter to the residents would let people know about the forum, however, the advertisements placed in the newspaper would also create a sense of excitement and interest in the community; the two full page ads may also entice the Palm Beach Daily News to write an editorial concerning the forums.

It was determined that the two full page advertisements would be placed in the Palm Beach Daily News on the two Sundays (November 4th and November 11th) before the forums were held. The direct mailing of the letter would take place on approximately November 2, 2001.

Vice-Chair McAllister commented that perhaps more specific information should be included in the advertisement in order to enliven it. He suggested that the current ad content lacked the idea that the community forums were a structural part of creating a strategic plan, and that this was the chance for residents to have a voice in the future of Palm Beach.

Board Member Flamm suggested that the content of the ad include what would be expected of citizens at the forums.

Board Member Cooley suggested that the first paragraph should indicate what was being asked, with further explanation following.

Mayor Smith suggested that after the title "Vision for the Future of Palm Beach," the ad then go to paragraph number four of Mr. Flamm's letter, starting out with "To write a vision statement we need your help," in big, bold letters. Then follow with the remainder of that paragraph, and the following paragraphs. To be included at the end of the ad the statement - "Help Create a Vision for Palm Beach," and the fact that the forums are hosted by the Town of Palm Beach Strategic Planning Board, the language regarding more information, and then again have the language "WE NEED YOU." Also, the Town Seal would be incorporated. She noted that the copy in the second ad could always be changed slightly, after reaction was gathered from the first ad.

After further editing, the Board finalized the advertisement to be placed in the Palm Beach Daily News.

B. Continued Discussion of Format, Facilitation, etc., with John Fernsler of Wallace Roberts & Todd, LLC

Mr. Fernsler furnished an Agenda for the forums, as well as general information and helpful hints for the Facilitators/Recorders/Helpers. He reviewed the Agenda and the other general information. He noted that at the end of the forum, there would be a ten or fifteen minute period where participants could add their comments/observations. Typically, a second round of community forums would be held wherein the draft vision statement would be presented. Notices would be mailed to all those who had participated in the first round of forums, who had registered at a check-in table, at which time their names and addresses would be added to a mailing list. He clarified that the community forum sessions could vary in time from 2 - 2 ½ hours.

Mayor Smith suggested that the afternoon community forum meetings start at 3:30 p.m., so that they could go until approximately 6:00 p.m. if necessary; the starting time for the Saturday forum would remain at 10:00 a.m.

Board Member Watchman clarified that the facilitators and recorders would need to arrive at least one hour earlier than the scheduled time for the forum; if there was a comfort level of assurance, one half hour in advance would be sufficient.

Mr. Fernsler reviewed the procedures for the forums, emphasizing the following:

- the logistics of how people entered the room was important
- sign-in tables should be set up so that four people could sign in at one time
- the recorders would need to be able to write so that people could read their writing across the room
- the recorders would need to abbreviate comments into three or four words that could be listed on the flip-charts
- facilitators would need to keep paraphrasing in mind, and keep the discussion moving
- ideally the set up would involve sitting around a table with eight to ten chairs, going clockwise for comments
- individuals should not be allowed to make speeches
- avoid people reacting to the ideas of others
- upon completion in approximately 15 minutes, the group should be asked to scan the list to combine similar ideas, then the facilitator will obtain consensus on the top five issues raised
- the facilitator will use self-adhesive dots to give to the members of the group to stick on to the idea of their choice, or a hand count – this will avoid people forgetting how many times they have voted
- after the SWOT exercise, a ten-minute break can be provided, with the entire group then reconvening in the central meeting room
- Mr. Fernsler would go from group to group to monitor the movement of the discussion.

After responding to questions from the Board regarding the facilitator/recorder role, Mr. Fernsler clarified that he would go through the ground rules for the small groups when he discussed the logistics of the exercise to the general audience. The facilitators would then be responsible for reminding those in the smaller groups of the ground rules, when necessary.

Town Manager Elwell clarified that staff would handle the logistics of the forums, providing the necessary equipment/supplies, and would provide the necessary helpers, in conjunction with Mr. Fernsler. He noted that the facilitators would include the six members of the Strategic Planning Board, as well as himself, other designated Town staff members, Mr. Fernsler, and others from his staff, if necessary.

VI. ENVIRONMENTAL SCAN - UPDATE BY TOWN MANAGER PETER ELWELL AND JOHN FERNSLER OF WALLACE ROBERTS & TODD, LLC

Town Manager Elwell reported that the focus of the next Strategic Planning Board meeting would include a full discussion of the environmental scan. Prior to that meeting, additional information would be provided to the Board members, as well as brief statements about the issues that were currently being addressed. He requested that the Board members furnish him with any additional items that would need to be added to the list of items that were not yet being effectively addressed.

Board Member Flamm commented that data should be provided on the population growth in the entire county.

Town Manager Elwell responded that population growth may be an issue beyond the control of the Strategic Planning Board. The impact of population growth upon issues that could be addressed by the Board would be part of the environmental scan.

VII. ANY OTHER MATTERS

There were none.

VIII. NEXT MEETING: **PLEASE NOTE: The next meeting date was later changed to Thursday, December 13, 2001, at 10:00 a.m., to be held in the Town Council Chambers.**

IX. ADJOURNMENT

The meeting was adjourned at 4:00 p.m.

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Lesly Smith
Chair

Prepared by:
Susan Eichhorn
Deputy Town Clerk

Next Meeting Date:
December 13, 2001 @ 10:00 a.m. - Town Council Chambers