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REPORT OF THE STRATEGIC PLANNING BOARD MEETING
HELD ON AUGUST 8, 2001

I. CALL TO ORDER AND ROLL CALL

The meeting of the Strategic Planning Board was called to order by Chair Lesly Smith at 9:39 a.m. on Wednesday, August 8, 2001, in the Town Council Chambers. On roll call the following Board Members were found to be in attendance: Chair Lesly Smith, Vice-Chair Bruce McAllister, Board Members William Cooley, Alec Flamm, William E. Hutton III, and William Watchman, Jr. Also present for all or a portion of the meeting were: Town Councilman William Brooks, Town Manager Peter Elwell, Assistant Town Manager Thomas Bradford, Assistant to the Town Manager David Jakubiak, Town Attorney John Randolph, Assistant Fire-Rescue Chief John Deiorio, Information Systems Manager Spencer Wilson, Finance Accounting Supervisor Amy Wood, Human Resources Director William Crouse, Planning, Zoning & Building Director Robert Moore, Police Chief Michael Reiter, Public Works Director Al Dusey, and Deputy Town Clerk Susan Eichhorn.

II. PLEDGE OF ALLEGIANCE

Chair Smith led the Pledge of Allegiance.

III. APPROVAL OF AGENDA

The Agenda was approved through motion of Vice-Chair McAllister, seconded by Board Member Hutton. On roll call the motion carried unanimously.

IV. APPROVAL OF THE REPORT OF THE STRATEGIC PLANNING BOARD MEETING ON JUNE 19, 2001

Through motion of Board Member Watchman, seconded by Board Member Hutton, the Report of the Strategic Planning Board Meeting of June 19, 2001, was approved, with the modification that the date of October 2002, be changed to October 2001, on page five, paragraph two. On roll call the motion carried unanimously.

REPORT OF THE STRATEGIC PLANNING BOARD MEETING HELD ON AUGUST 8, 2001

In response to Vice-Chair McAllister, Mr. Fernsler clarified the transcript related to his comments on page 5 – he explained that typically, in Florida, Comprehensive Plans were legally enforceable plans, and his comments on June 19th were related to the idea that the Strategic Plan would probably lead to a modification of the Comprehensive Plan, which would be something that the Town Council would adopt. He noted that under State law, Comprehensive Plans were recognized as plans that were legally enforceable, not Strategic Plans.

V. APPROVAL OF THE REPORT OF THE STRATEGIC PLANNING BOARD MEETING ON JULY 12, 2001

The Report of the Strategic Planning Board Meeting of July 12, 2001, was approved through motion of Board Member Watchman, seconded by Board Member Flamm. On roll call the motion carried unanimously.

VI. REVIEW OF REVISED PROPOSAL DATED JULY 20, 2001, FROM JR. JOHN E. FERNSLER, AIA, OF WALLACE ROBERTS & TODD, LLC

Mr. John Fernsler, AIA, Wallace Roberts & Todd, LLC addressed the Strategic Planning Board, reviewing the revised proposal submitted July 20, 2001, and explaining that the level of effort expended would depend on tasks conducted at the direction of the Strategic Planning Board. He noted that he had provided an estimation of a reasonable minimum/maximum level of effort likely to be performed.

Town Manager Elwell thanked Mr. Fernsler for presenting the estimation in the format that outlined the ranges of costs for minimum/maximum levels of effort for each task. He noted that the estimations ranged from $70,000 up to $120,000, dependent upon the tasks performed, and the level of effort per task. He suggested that the $100,000 currently in the proposed 2002 Town of Palm Beach budget was a responsible figure, and those funds would be spent only at the discretion of the Board. He noted that the $100,000 figure ought to be thought of as the budget for the project, as opposed to only the fiscal year, because of the continuing work that would be required to finish the project after October 1, 2002,

In response to Board Member Flamm, Mr. Fernsler explained that his attendance at routine meetings would not be necessary, however he would attend meetings where a substantive issue would be addressed. In regard to the dollars proposed for his work on the environmental scan, Mr. Fernsler explained that the range of his estimated time (16-32 hours) was very conservative, and was not time sufficient to generate the information involved in the environmental scan. That estimate was for his time in assisting the Board in reviewing that information to identify issues; he assumed that Town staff would spend the time and effort to assemble the information.

In response to Board Member Hutton, Mr. Fernsler explained that the community forums would consist of open meetings, which all citizens would be invited to attend; each of the community forums was not necessarily a singular event, and could be an event that would occur several times over succeeding days, to ensure that everyone in the community had the opportunity to attend. Four community forums were relatively typical for an intensive community effort to initially identify issues, to react to the vision statement, and to assist in commenting on the proposed strategies, with a final presentation made so that people could understand the content and intent of the strategic plan. If, at some point, the Board did not feel that community input had been sufficient or representative, a proactive way to meet that gap would be a survey of public opinion.

Vice-Chair McAllister clarified that community forum one would be a key event, and could consist of one, two, or three events.

Mr. Fernsler agreed, noting that a duplicate event could be held on a Friday evening, Saturday morning, etc. – duplicate events in different sections of the community would take place. He explained that very often it was therapeutic to “shuffle the deck” in the community forums – to get people into discussion groups that ordinarily would not interact; to offer the community an opportunity to enter into a level of communication that would result in an understanding of the position of each other.

Board Member Flamm commented that it would be far more constructive to “shuffle the deck,” rather than have monolithic input from different organizations. He suggested that community forum one be used to gather input from those attending, in addition to the SWOT (Strengths, Weaknesses, Opportunities, Threats) information.

Mr. Fernsler responded that SWOT was simply a technique of communication; the output was the raw material for the Board to use in crafting a vision statement.

Chair Smith suggested that input be gathered from the 27 civic organizations prior to the first community forum via a follow up letter requesting that they do their own SWOT exercise prior to the forum.

Mr. Fernsler responded that it was important to ensure that all organizations within the community felt invited to participate in the forums; he cautioned that it may not be particularly helpful to encourage all of the existing constituencies to establish positions on issues. He explained that the degree to which those positions were at variance would put the Board in the position of legislating which group gets its position endorsed. The beauty of the community forum process was the shuffled deck experience, when people begin to realize the degree of consensus that already exists on many of the issues.

Board Member Flamm expressed concern regarding requesting organizations to give their positions prior to the forums; he suggested that they may not then be as enthusiastic about encouraging their members to attend the forums, and that their presence at the forums, and their interaction with other people, would give the Board the best feel as to what the community actually believed was important.

Vice-Chair McAllister commented that he believed that the letter from the Board to various organizations was not geared to obtain comprehensive statements prior to the community forums, but to help the Board in the process of engaging the community – he noted that he had been hoping to obtain responses from the organizations regarding any thoughts about how the Board ought to prepare for the community forums He suggested that any organization that wished to present a comprehensive statement could do so near the end of the entire process.

Vice-Chair McAllister moved approval of retaining the existing $100,000 in the proposed 2002 budget, and to accept the "Estimated Tasks, Products, and Level of Effort" proposal document provided by Mr. Fernsler, with the proviso that the Strategic Planning Board would accentuate or minimize the levels of effort within the approximate ranges set forth. The motion was seconded by Board Member Cooley.

Board Member Flamm suggested an amendment to the motion: that the term "optimize" be used rather than the term "minimize" in the sentence: . . .with the proviso that the Strategic Planning Board would accentuate or *minimize* the levels of effort within the approximate ranges set forth.

Vice-Chair McAllister accepted the amendment to the motion of approval, as did the seconder of the motion.

On roll call the motion carried unanimously.

VII. DISCUSSION OF TOWN PLANNING ACTIVITIES AND OPERATIONS WITH TOWN STAFF MANAGEMENT TEAM

Town Manager Elwell commented that Town Department heads had an average of approximately 15 years' experience with the Town, and an average of approximately 12 years' experience in their individual positions. He noted that Palm Beach was a community that had benefitted by the stability of its staff knowing, and understanding the past. Each Department Head speaking today would provide an overview of general administrative functions and service delivery functions, and then focus on the planning efforts within the department. Three department heads were not available today, and would appear at the September Strategic Planning Board meeting: Fire-Rescue Chief Koelz, Finance Director Jane Skittone, and Town Clerk Mary Pollitt.

Town Manager Elwell provided a description of the office of the Town Manager:

The office of the Town Manager held the general responsibility of coordinating the communication within the Town and with the Town's relationship with other parties; daily contact with the Mayor and Town Council; responsible for representing the Town in relationships with other governments or outside agencies. There were three general administrative positions: Town Manager, Peter Elwell; Assistant Town Manager, Tom Bradford; Assistant to the Town Manager, David Jakubiak.

The office of Information Systems and the office of Risk Management were functional areas within the Town Manager's office.

Assistant Town Manager Bradford, working with all Town departments, was responsible for the Town Storm Preparedness Plan, and was responsible for preparedness activities in terms of risk reduction, with Risk Coordinator Karen Temme.

The Americans With Disabilities Act also required a great deal of planning and follow-up implementation as well as telecommunications planning.

Staff of three secretaries supported the functioning of the office.

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Director of Planning, Zoning & Building Robert Moore provided a description of the Planning, Zoning & Building offices:

The Planning, Zoning & Building Department was responsible for functions that regulate and deal with the use of property and businesses in the Town of Palm Beach. The planning function of the department was based on the Comprehensive Plan, which was mandated by the State, and was an effort of the State to manage the issues involved within the requirements of the Comprehensive Plan: future land use, drainage, capital improvements, coastal management and conservation, recreation, landmarks preservation, traffic, intergovernmental relations.

The implementation of zoning was the major role of the department. In 1929 the Town of Palm Beach had commissioned Bennet, Parsons, and Frost (architects and planners) to lay out a plan for the Town, which was remarkably close to the way the Town developed from 1929 to the present time. The first Zoning Ordinance implemented by the Town for the land use of the Town was in 1929.

The Planning, Zoning & Building Department also was responsible for the function of construction and building in the Town. The first building permit had been issued on April 1, 1921. The first building code had been adopted in 1929. Architectural concerns had been addressed through a review commission, the "Art Jury," which was the forerunner of today's Architectural Commission and Landmarks Commission.

The Department also provided support service for the Zoning Commission, Architectural Commission, Landmarks Commission, Building Board of Adjustments and Appeals, and Code Enforcement Board.

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In response to a question from Board Member Flamm, Mr. Moore explained that each year the Town commissioned a traffic study by an independent traffic engineer, which was then evaluated by the Town traffic engineer. The study was done during peak season, and identified areas of congestion. The traffic analysis was available through Projects Coordinator Tim Frank.

Town Manager Elwell commented that the traffic study was also utilized by the Police Department and Public Works Department.

In response to Vice-Chair McAllister, Mr. Moore explained that the Zoning Commission had the responsibility to review and pass recommendations on to the Mayor and Town Council on issues regarding municipal planning. When a plan amendment was required, it was brought to the Zoning Commission (sitting as a planning commission) for review and was then followed by a recommendation to the Mayor and Town Council. In the 2002-2003 zoning season an amended Comprehensive Plan would be required, and the Zoning Commission would review any amendments to the Town Comprehensive Plan separately from zoning ordinance issues.

Mr. Moore pointed out that the Town only allowed changes to occur to its Comprehensive Plan and its Zoning Ordinance once per year; a season was set aside from November through April, which gave property owners assurance that there would be a set of rights that would stay in place for a year. He explained that any Town resident that desired a change in the Zoning Ordinance text could file an application for a nominal filing fee to be submitted; the Mayor and Town Council would then consider the proposed change. He noted that this year there were two re-zoning applications and some Comprehensive Plan text amendment changes that had been submitted by the public for review; any citizen could make a request for zoning changes and/or Comprehensive Plan changes.

In response to Board Member Cooley, Mr. Moore explained that a study had been accomplished with an outside consultant to review the R-B Zoning District, and it had been determined that at least four or five sub-districts had different characteristics, and that overlay districts could be placed on top of that massive R-B District. Currently, work was ongoing in attempting to identify the characteristics of the sub-districts,

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Public Works Director Al Dusey provided a description of the Public Works Department:

The Public Works Department consisted of 105 employees, with an operating budget of approximately $9 million, an average capital improvement program of approximately $3 million; marina administration was approximately a $1.7 million project.

There were five divisions of the Public Works Department:

Administrative Division: eight employees overseeing the operation of the Department, completes payroll, takes phone calls, complaints, solid waste billing.

Engineering Division: four employees responsible for existing and new Town infrastructure; design work on sanitary sewer collection pump station system, storm sewer collection pump system, street system; also administers the coastal engineering program, and park design and construction. Regulates use and construction of Town-rights-of-way and easements. Reviews land development for compliance with Town requirements. Consultants were used to do design work.

Sewage Management Division: 26 employees; provides for the routine maintenance of all Town properties; maintains streets, street lights, traffic light system, maintains sanitary storm sewer system pump stations; painting of signs and buildings, street lights.

General Maintenance Bureau: plumbing repairs, carpentry repairs, masonry repairs, parking meter maintenance; park medians; tree/flower maintenance; maintenance of irrigation systems; pest control.

Water Resource Division: 17 employees; responsible for maintenance of sanitary sewer collection system and pump stations; responsible for storm sewer collection system and pump stations; program for paying for sanitary sewer treatment ($1 million expense); oversees maintenance and operation of Town Marina.

Services Division: 50 employees; responsible for garbage collection (approximately 10,000 tons per year, 2,500 tons of recycling); yard trash collection once per week (approximately 180,000 cubic yards per year); responsible for beach cleaning – the high tide line cleaned once per week, leaving seaweed and taking out all foreign debris; the south end cleaned via a contract with the Citizens' Association of Palm Beach three times per week at their expense; responsible for vehicle maintenance services all Town equipment except Police and Fire vehicles.

Planning efforts include the on-going five year capital improvement program, which is a short term vision of the capital needs of the Town, including the improvement of the old infrastructure and introduction of new infrastructure, such as the Fire Station. A five-year equipment program exists, intended to level the funding requirements for that program. The Comprehensive Coastal Management Plan was developed as a ten year plan for managing costal resources. From that plan the actual Coastal Management Plan evolved, which was adopted by the Town Council. A number of studies were available on the infrastructure, as well as a seawall study, a bulkhead study, and a street light study. Annually, infrastructure condition surveys were done for budget purposes.

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Board Member Cooley asked if the submerged land under the Town docks was leased or owned by the Town?

Mr. Dusey replied that the land was leased, paid by annual lease at approximately $80,000 per year.

Board Member Cooley asked if the possibility of obtaining fee title to the land had ever been investigated, citing the process undertaken by the Sailfish Club with the State, by which the fee title to the submerged lands could be deeded to the Sailfish Club.

Mr. Dusey responded that the subject had not been researched during his tenure.

Board Member Cooley asked if there had been any thought to connecting the existing well systems (for example, at the Golf Courses) to the water supply, in the case of a need for an emergency water source for the Town of Palm Beach?

Mr. Dusey replied that the desalinization systems at the three golf courses were irrigation quality water only; he explained that the Water Contract with the City of West Palm Beach allowed the Town to build a plant that would supply up to 6 million gallons per day, that would be connected to the West Palm Beach system, for use if the city could not supply Town residents with water. He estimated the average water consumption for the Town of Palm Beach to be eight million gallons per day.

Town Manager Elwell confirmed that the Water Contract with the City of West Palm Beach allowed the Town to construct a 6 million gallon per day plant (during the period of the franchise, which was 28 more years) if the City could not supply Town residents with water. At the end of the term of the franchise, the franchise provided that the pipes within the Town would be provided to the Town. As planning for the future took place, the Town could exercise its option to have a back-up facility for a portion of the daily need, and future leaders of the Town would be planning for the type of facility needed in order to process the water.

In response to Board Member Flamm concerning where he could locate infrastructure studies, costs of underground electric/telephone, Mr. Dusey confirmed that type of information could be found at the Public Works Department.

In response to Vice-Chair McAllister regarding connecting to the Floridan Aquifer, Mr. Dusey replied that the Palm Beach Country Club and The Breakers were connecting to the Floridan Aquifer; the Everglades Club was currently drilling a well to that source. He explained that the Town had conducted a number of studies that had detailed possible locations for the use of reverse osmosis with the Floridan as a source.

Vice-Chair McAllister commented that he would welcome any suggestions from both Mr. Dusey and Mr. Moore regarding how the Board should go about its task to develop a vision for the Town of Palm Beach.

Mr. Moore and Mr. Dusey replied that they would further consider any suggestions that they could offer.

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Police Chief Michael Reiter provided a description of the Police Department:
A handout was circulated detailing the functions of the Police Department, and containing the definition of its mission, vision and organizational values. The Police Department had components involved in satisfying the functions of patrol, investigations, public safety communications dispatch center, and the function of the Beach Patrol (one of only three law enforcement agencies in the U.S. performing that function). Planning was central to the management and leadership of the Police Department, which was accredited by both the State and an international accreditation body. Every member of the Police Department had a part in the mission, vision, and organizational values statement; members of the community were also asked for suggestions. The Police Department also used an on-going forecasting document involving activities and circumstances that would affect the ability to maintain the highest level of

police service possible. The Town of Palm Beach was the greatest target-rich environment for criminals for the purpose of financial gain, because the island was known internationally as an affluent community – the type of police service that would discourage professional criminals while maintaining constitutional rights of every person was a very difficult challenge.

An invitation was extended to the members of the Board to attend the Palm Beach Citizens Police Academy, beginning in October.

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In response to Board Member Cooley regarding the involvement of a union with the Police Department, Chief Reiter responded that there was not and there had never been a union within the Town of Palm Beach Police Department.

In response to Board Member Flamm regarding types of crime that most concerned the Police Department, Chief Reiter responded that the Police Department was most concerned with the crimes that would threaten the health and safety of the community, violent crime to individuals. The Police Department had been very successful in having almost none of these crimes in the community. The most significant crime problem had been residential burglaries; approximately four years ago there had been several extremely high burglary losses, and a tactical plan was in effect for the past four years to address professional burglaries. Since that time the Town had experienced no professional burglaries. The Police Department also focused on issues of traffic, pedestrian safety, and monitored criminal activity in the City of West Palm Beach, as it was an indicator of the type of criminal activity in Palm Beach.

In response to Vice-Chair McAllister, Chief Reiter responded that the general planning organization for Palm Beach County, appointed by the Criminal Justice Commission, was the Law Enforcement Planning Council, on which the Town of Palm Beach had a voting seat. It was very important to have cooperation with other law enforcement agencies, as almost none of the crimes began or ended in the Town of Palm Beach.

In response to Vice-Chair McAllister regarding traffic studies to consider future traffic impacts on the Town of Palm Beach, Chief Reiter replied that his department had not engaged in that type of examination, beyond reviewing traffic plans that had already been discussed. Currently, the Police Department was involved in looking at traffic trends, specifically motorists not having a final destination within the Town of Palm Beach, and using Town roads as a route from the southern part of the county to the City of West Palm Beach.

Chair Smith noted that the Town was violently objecting to the two-lane plans for Flagler Drive, as it may provide a fast route from the southern to the northern part of the county.

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In response to Board Member Flamm, Town Manager Elwell assured him that there was an emergency preparedness plan to address storm emergency response; staff was also in the early development stages of a comprehensive management plan that would incorporate storm preparedness into an overall disaster preparedness plan.

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Recreation Director Russ Bitzer provided a description of the Recreation Department:

The mission of the Recreation Department: to provide a wide variety of quality programs, activities, and services that enhance the quality of life of residents. There were five program budgets, including youth, adult, tennis, golf, and maintenance. The Recreation Department was operates three recreation facilities – Par 3 Golf Course, Palm Beach Tennis Center, and Palm Beach Recreation Center. The Department consisted of a total of 15 full time employees and 6.73 full time equivalent part-time employees. As programs and classes are added the programs are paid for through user fees. Planning instruments include the five year capital improvement plan, the five year equipment replacement plan, the five and ten year financial action plan for the golf course, and the five year comprehensive plan. External relations include the Palm Beach Public School, Palm Beach Day School, the National Recreation and Parks Association, Florida Recreation and Parks Association, United States Tennis Association, and the PGA for Standards and Recommendations. Internal relationships include a ten member Recreational Advisory Commission. Plans for the future include continuing to offer a variety of new programs and activities, while maintaining the high standard of community service.

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In response to Vice-Chair McAllister, Mr. Bitzer replied that the schools in Town were highly active in scheduling, planning, and joint projects with the Recreation facility. By working together, sharing facilities and resources, a top program was provided to the community.

In response to Board Member Flamm, Mr. Bitzer explained that the golf course was set up as an enterprise fund, with the goal to break even; historically, that had been accomplished. Many infrastructure improvements had been necessary in the last few years, which had resulted in higher expenses.

William Crouse, Director of Human Resources, provided a description of the Human Resources Department:

A brief overview of the department was provided. The Human Resources Department had come into existence in September 1978. Many significant changes had taken place since that date, as today, the department deals with the entire spectrum of human resource management, including recruitment and selection, benefits administration, compensation, classification, operation within legal constraints of federal and state regulations, maintenance of extensive records, development and maintenance of policies and procedures, maintenance of employee relations programs, operation of a medical clinic, administration of two retirement systems, and the development and coordination of training programs Town-wide. The focus and challenges for today and the near future centered on:

•the legal environment, requiring the department to maintain an operation that could avoid and withstand legal challenge;

•the maintenance of competitive and affordable pay and benefit package;

•the role of Human Resources as a partner for management and as an advocate for employees.

Planning with regard to the Human Resources Department was focused on the organization and its operation; the process consisted of the collection and analysis of data that would support strategic and tactical plans and forecasts, in order to meet both the department and Town missions.

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In response to Board Member Cooley regarding the involvement of the Human Resources Department with the hiring/firing of Police Department and Fire-Rescue Department employees, Mr. Crouse replied that the effort was coordinated with the Police and Fire-Rescue departments. Much of the background investigation was done by the individual departments.

In response to Vice-Chair McAllister regarding the Town grievance procedure, Mr Crouse replied that the system had changed over the years, to become more employee friendly. The system had developed into a peer group evaluation, where an employee could choose to take a grievance or appeal to a peer group grievance committee.

Town Manager Elwell commented that staff was in the process of reviewing the grievance process to see how it might be streamlined. He noted that a primary emphasis was communication with employees in both formal and informal ways, attempting to reinforce the commitment of the Town to being one where the employees were partners in planning for the future, managing the Town, and delivering services. The Human Resources Department was very essential in that process.

In response to Chair Smith, Mr. Crouse explained that the federal and state mandated programs were a significant part of the Human Resource Department budget.

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Spencer Wilson, Information Systems Manager, provided a description of the Information Systems Department:

> Information Systems was a division of the office of the Town Manager, with the main function to provide centralized computer and technology support for the Town. Web page, e-mail, and other functions were also supplied to the community, and to the world through the internet. Responsibilities included the telephone system for the Town; working with several mainframe systems that supply data to Town departments; personal computers in Town facilities, police cars, and fire-rescue vehicles; providing connectivity to all remote sites. Future plans included an I-Net, which would allow high speed connection from all remote sites, a geographical information system (GIS), which would combine all data found in different departments in the Town into one map that could be searched for information. The office had two basic working plans: the business recovery program, instituted in 1992, which dealt with computers in relation to a catastrophic event; the plan was updated on a regular basis; the annual on-going plan was the information systems management plan, which considered computer/technology needs, and the computer/technology budget.

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In response to Board Member Watchman regarding an inventory of information, Mr. Wilson explained that the GIS system would provide an inventory of all of the data included, which had been gathered from both inside and outside of the Town.

Town Manager Elwell commented that staff was currently building the GIS system, and until it was complete, administrative staff would be available to assist with any information the Board would need at this time.

In response to Chair Smith, Town Manager Elwell explained that the Town had off-site locations where data and computer programs were stored, so that the Town could continue to function in the case of a disaster.

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Mr. Fernsler commented that the overview from the various departments had been very helpful. As the process continued into the environmental scan, there would be more discussion necessary as to how to format the information. He provided samples from other communities in that regard.

Chair Smith noted that Board Member Flamm had furnished a memorandum regarding the environmental scan.

Board Member Flamm commented that the environmental scan for the Town of Palm Beach would be disproportionately important, compared to a community that was in a re-development mode. He proposed that the Board begin to address the environmental scan as promptly as possible; to that end, additional data from staff would be needed, some of which he had listed in his memorandum. Input would be needed from Mr. Fernsler as to how to gather and interpret the data. He pointed out that the environmental scan could be done without jeopardizing the input of the community.

Town Manager Elwell commented that much of the data requested for the environmental scan could be assembled by Town staff by September. He requested approval from the Board to call on Mr. Fernsler and his staff to assist in areas beyond the knowledge of staff.

Mr. Fernsler commented that the first step would be to inventory what was already on hand.
Town Manager Elwell explained that some data may require more of an analysis of trends occurring in the region, and the answer to some questions may not be available in existing documents. The question would then become whether staff would spend time investigating something or if the consultant, Mr. Fernsler, could provide assistance.

Mr. Fernsler pointed out that when all of the information for the environmental scan was compiled in a single location, it would result in more information than the Board could tolerate. The service that he could offer was to review/scan the information for relevance to the issues that the Board would be dealing with, and providing a synopsis of key facts that would be relevant to the task at hand.

Vice-Chair McAllister commented that data would need to compiled, organized, and analyzed, which was an effort requiring staff, WRT, and the efforts of the Board; judgments would then have to be made as to what was important. He suggested that Town staff, under the direction of Mr. Elwell and Mr. Fernsler, inventory and commence the organization of the data. At some stage, the Board would need to interact with Town staff, WRT staff, and each other, resulting in a single product.

Mr. Fersnler responded that one of the first steps would be to write a summary of the available information, which would reflect its likely relevance and meaning. Before that point was reached, an abstract/list of what was available would need to be made. Step one was to gather the information, step two was to format it, step three was to interpret it, and step four was to report its likely relevance. He pointed out that it would be a substantial effort, and it was not something that it could be accomplished between now and the next meeting. What could be reasonably accomplished before the next meeting was a first cut of the comprehensive scan of the information that was likely to be acquired and interpreted.

Board Member Cooley suggested that, as a matter of procedure, items of importance to the Board, such as the memorandum of Board Member Flamm, could be included on the agenda for the meetings to allow the Board members to prepare and comment.

Chair Smith noted that the memorandum had not been available for placement on the Agenda, however, the subject would be the main agenda item for the September meeting.

Town Manager Elwell commented that the initial environmental scan data abstract would identify what information was available and what information was needed. Ultimately there would be a document that would identify the resources and also describe them so that the document itself would not have to be reviewed in order to determine its importance.

Vice-Chair McAllister commented that as soon as the compilation of materials was organized and analyzed, the Board would need to be part of the process of writing the environmental scan. He noted that he did not think that was possible at Board meetings, and suggested that each member be aggressive and assertive in contacting Mr. Elwell and Mr. Fernsler to be a part of the environmental scan production process, even at the compilation stage.

Board Member Cooley moved approval of the request of Mr. Elwell to have the ability to consult with Mr. Fernsler when he deemed it necessary. The motion was seconded by Vice-Chair McAllister. On roll call the motion carried unanimously.

Town Manager Elwell commented that a document that was as complete as possible would be prepared to be released prior to the September meeting, in order to provide a list of information available. The document would also include some description of what value each resource may have to the Board.

Vice-Chair McAllister suggested that a legal and regulatory scan would be helpful, as there were pressures coming to bear on the Town which would rely on regulations and policies to protect the Town. He also questioned whether it would be appropriate for Mr. Elwell and Mr. Fernsler to distribute to the Board first/second/third cuts of the document for review, with the thought that any additional items could then be submitted to Mr. Elwell for inclusion.

Mr. Elwell responded that the circulation of draft, then receiving comments, then modifying the document and re-circulating it would violate the Sunshine Law. He indicated that he would review the process with Town Attorney Randolph to determine what could be done to move the process along. He explained that any information that was readily available could be reviewed by any Board member at any time, however, the interactive part of any discussion regarding the information could not happen until the meeting on September 26th. Any of the documents on the list of Town resources, or any other available information, could be reviewed prior to that time by individual Board members. He suggested that the small conference room located behind the offices of the Mayor and the Town Council on the second floor of the Town Hall be used for review of documents/materials that would be set aside for the Board members.

Chair Smith suggested that the scheduling of the community forums not take place until all data/information for the environmental scan was gathered.

Vice-Chair McAllister suggested that the general format of the forums be discussed today.

Board Member Flamm commented that he believed that there should be four forums; two at the south end, two at mid-Town or north end, with one scheduled at noon and one scheduled in the evening at each place.

Vice-Chair McAllister suggested that a public relations campaign may be necessary in order to acquaint residents with the community forums.

Chair Smith suggested that the 27 civic/community organizations identified would be encouraged to get residents to the forums; much of the public relations for the community forums would go through those organizations.

Mr. Fernsler commented that the purpose of the initial set of community forums was to identify consensus on issues, and to identify consensus on values that the Board would use to draft the vision statement; the community would be polled to see what was shared; the actual data was not necessary for this purpose. Once key issues were identified, those topics could be focused on with a particular community forum discussion group. He urged the Board to keep in mind that it was tackling two very different tasks simultaneously; the task of conducting the community forum would lead to describing the vision statement – it was about perceptions and what the community cared about – data was not needed for that purpose. The parallel exercise – the data generation analysis – was not for the purpose of identifying issues, but for the purpose of bringing those issues into clear focus; to measure the degree of the threat; to identify the basis on which policy would be formulated. The issues would be identified based upon the public concerns and perceptions.

VIII. ANY OTHER MATTERS

Discussion took place regarding the community forums. Mr. Fernsler suggested that the community forums be held as consecutive events, for example, Thursday afternoon, two on Friday, and a mid-morning Saturday event. He considered that it was an important exercise for the Board to perform as facilitators and scribes at the community forums.

After discussion, the Board determined the tentative dates of November 15, 16, and 17th for community forums. Town Manager Elwell advised that sites would be identified for the meetings, with a schedule put out after the September meeting.

Chair Smith suggested that a letter be written to the 27 community/civic organizations advising them of the tentative community forum dates, and asking them to urge their members to attend one of the forums.

Board Member Watchman suggested that the community forums would need to be well-publicized in order to stimulate attendance.

Mr. Moore commented that the north end zoning study had been well-publicized for the meetings held at night, however, there had not been a huge turnout, and repetitive people had come to each of the forums. He pointed out that it had not been considered a failure that a huge group of people were not in attendance, as those that were attending were very interested and wanted to participate.

IX. NEXT MEETING: WEDNESDAY, SEPTEMBER 26, 2001, AT 9:30 A.M., AT THE PALM BEACH HOTEL, 235 SUNRISE AVENUE, PALM BEACH

Town Manager Elwell clarified that the September 26th meeting would include:

Reports from Town Attorney Randolph, and the three department heads not present today (Finance Director Jane Skittone, Fire-Rescue Chief Kent Koelz, and Town Clerk Mary Pollitt).

Review and discuss the work in progress regarding the environmental scan.

Refine the expectations of the Board regarding the public process/community forums.

X. ADJOURNMENT

The meeting was adjourned at 12:40 p.m.

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Chair Lesly Smith

Next Scheduled Meeting:
September 26, 2001 @ Palm Beach Hotel, 235 Sunrise Ave., Palm Beach

Report prepared by:
Susan Eichhorn
Deputy Town Clerk
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