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Document Name	JulReport122001	Subject	July 2001 Strategic Planning Board Report	Date	Thu 07/12/2001
Directory	Strategic Planning Board	Type	Reports	Category	Strategic Planning Board

REPORT OF THE STRATEGIC PLANNING BOARD MEETING HELD ON JULY 12, 2001

I. CALL TO ORDER AND ROLL CALL

The Strategic Planning Board meeting of July 12, 2001, was called to order by Chair Lesly Smith in the Town Council Chambers at 9:30 a.m. Upon roll call the following were found to be in attendance: Chair Lesly Smith, Vice-Chair Bruce McAllister, Board Members William Cooley, Alec Flamm, William E. Hutton III. Board Member William Watchman, Jr. was present at 9:45 a.m. via telephone conference call. Also present were: Town Manager Peter Elwell, Town Attorney John Randolph, 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 Board Member Cooley, seconded by Board Member Flamm, and carrying 5/0 on roll call, as Board Member Watchman was not yet present via conference call.

At this time Town Manager Elwell advised that he would fax Mr. Watchman the various materials distributed today, as Mr. Watchman would be participating via telephone conference call. He reviewed the list of documents that had been distributed for the meeting today.

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IV. PREPARATION OF STRATEGIC PLANNING BOARD MISSION STATEMENT AND/OR STATEMENT OF PLANNING PROCESS AND PUBLIC PARTICIPATION

Chair Smith commented that there had been tremendous input regarding the mission statement and that she believed there was enough information available to craft the mission statement today.

Board Member Flamm stated that he agreed with the comments of Mr. Cooley and Mr. Watchman in that a mission statement should be brief and concise.

Board Member Cooley commented that there were three drafts of mission statements for review today; one from Mr. Flamm, one from Mr. McAllister, and a version that he had created; he suggested that the mission statement be directed at the residents and be short and concise. He noted that he had reviewed and edited the mission statement documents submitted by Mr. Flamm, and Mr. McAllister in order to form his version of the mission statement.

Vice-Chair McAllister agreed that the mission statement should be as concise as possible, but that it also should serve more than one role – to explain specifically, with concrete examples, how the Board intended to go about strategic planning. He suggested that the mission statement would give the opportunity to speak to the community, to tell them what was going to be done, and to tell them what the Board would NOT be doing – specific issues that were now properly placed before various Town bodies.

Board Member Hutton suggested that the three draft mission statements be combined into one; he considered that a main thrust of the mission statement ought to emphasize community involvement.

Board Member Watchman commented that he was hopeful that the mission statement would be simple and be understood by the general public; he expressed concern regarding the potential for failure if consensus was not received from the community.

Vice-Chair McAllister suggested that the community be advised of the broad concept of strategic planning, as well as concrete examples of things that the Board was considering in order to achieve goals.

Town Manager Elwell suggested that the document submitted by Mr. Cooley be used as the base document, as a starting point, as it incorporated ideas from all members of the Board in a brief fashion.

Board Member Cooley moved adoption of the draft mission statement, to be debated and amended. The motion was seconded by Vice-Chair McAllister.

Town Attorney Randolph advised that a motion of approval was not necessary at this time; after the draft was amended a motion could be made to approve the final document.

The maker of the motion and the seconder withdrew the motion to adopt the draft mission statement.

At this time, copies of all documents being discussed at the meeting were disbursed to the public in attendance. Town Manager Elwell noted that all chairpersons of Town boards and commissions had received the back-up materials for the meeting.

Board Member Cooley reminded all that his draft mission statement was merely a rearrangement and edit of the work of Mr. McAllister and Mr. Flamm.

After discussion and debate, wherein amendments were made to the Cooley draft mission statement, Board Member Flamm moved approval of the adoption of the mission statement, as modified. The motion was seconded by Board Member Watchman. On roll call the motion carried unanimously. The adopted mission statement is attached hereto and made a part hereof (see Attachment A).

Chair Smith indicated that the modified mission statement would be distributed to all members of the Strategic Planning Board, and Mr. Fernsler of WRT. At the August Strategic Planning Board meeting the process of the vision statement would be addressed; Town department heads would also attend the August meeting to offer insight to the Board. Town Manager Elwell indicated that an inventory list of all existing planning documents/internal administrative plans would be furnished to the members of the Strategic Planning Board for review prior to the August 8th meeting. It was also determined by the Board that members would review documents and other materials supplied by Town Manager Elwell, and submit any questions prior to the August 8th meeting to Mr. Elwell for review of pertinent department heads.

V. REVIEW OF PROPOSED LETTER TO CIVIC AND BUSINESS GROUPS

Discussion took place regarding the draft letter to groups interested in the welfare of the Town of Palm Beach. It was determined that the letter would be sent to all civic/community organizations in the Town of Palm Beach prior to the August 8th Strategic Planning Board meeting. After some modifications were made, Vice-Chair McAllister moved approval of the edited version of the letter, which would include attachments of Resolution No. 16-01, as well as the Mission Statement of the Strategic Planning Board; in addition the agendas and reports of the Strategic Planning Board would be added to the Town website. The motion was seconded by Board Member Cooley, and carried unanimously on roll call.

Town Manager Elwell clarified that the letter would be available in the Town Manager's office, and would be posted for viewing of the public.

VI. ANY OTHER MATTERS

Discussion took place regarding the contract submitted by Mr. Fernsler of WRT. Board Member Cooley suggested that the cost estimate of $100,000 be decreased to $50,000.

Town Manger Elwell clarified that the sum of $15,000 had been allocated for the continued assistance of Mr. Fernsler for the remainder of 2001 (September 30, 2001); the $100,000 cost estimate of Mr. Fernsler was recognized as being somewhat uncertain, and that figure had been included in the Town budget, which had been tentatively approved by the Town Council, after discussion had taken place regarding the uncertainty of the potential needs of the services of Mr. Fernsler. He explained that the $100,000 figure was a "not to exceed" figure, which explicitly meant that only the work that was requested would be done, however, there would be sufficient funding for any work that was required of Mr. Fernsler next year (from October 1, 2001 through September 30, 2002).

Town Manager Elwell noted that discussion had taken place at the June 19th Strategic Planning Board meeting with Mr. Fernsler regarding his fees, at which time he had indicated that he did not feel he could provide a specific listing of tasks, as it was currently uncertain how much the Board would rely on his expertise. Mr. Elwell explained that he had suggested the allocation of $100,000 in the budget for "talking" purposes, and that the figure could be amended as necessary.

Board Member Flamm commented that the actual billings of Mr. Fernsler would be based on the time demanded of him by the Board for the duration of the strategic planning process.

Town Manager Elwell noted that the actual dollars to be spent for the services of Mr.

Fernsler would be completely controlled by the Board.

Chair Smith commented that she believed the $100,000 figure to be excessive, and that Mr. Fernsler, as an expert, should have an idea of the services he would be supplying to the Board.

Town Manager Elwell suggested that further discussion could take place at the August 8th Strategic Planning Board meeting, when Mr. Fernsler would be present.

Chair Smith suggested that Mr. Elwell relay the concerns regarding the desire for more specificity to Mr. Fernsler prior to the August 8th meeting.

Town Manager Elwell indicated that he would request that Mr. Fernsler set forth a proposal that would include a more intense effort on his part; the proposal could then be edited by the Board.

The next meeting of the Strategic Planning Board was set for 9:30 a.m. on Wednesday, August 8, 2001 in the Town Council Chambers, at which time the outreach effort to the public would be discussed with Mr. Fernsler of WRT, as well as the revised proposal of his services; Town department heads would also be available to offer their insight. The September meeting of the Strategic Planning Board was set for Wednesday, September 26, 2001 at 9:30 a.m. at an off-site location, due to the Architectural Commission (ARCOM) meeting scheduled for that time in the Town Council Chambers. *(It was later determined that the meeting would be held at the Palm Beach Hotel).*

VII. ADJOURNMENT

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The Strategic Planning Board Meeting of July 12, 2001, was adjourned at 11:35 a.m.

Mayor Lesly Smith
Chair, Strategic Planning Board

(1) Attachment “A”

Next Scheduled Meetings:
August 8, 2001 @ 9:30 a.m. - Town Council Chambers
September 26, 2001 @ 9:30 a.m. - Palm Beach Hotel

Report prepared by:
Susan Eichhorn
Deputy Town Clerk
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ATTACHMENT “A”

TOWN OF PALM BEACH STRATEGIC PLANNING BOARD MISSION STATEMENT

The Strategic Planning Board was formed by the Palm Beach Town Council at its

February 13, 2001 meeting by the adoption of Resolution #16-01. The board is comprised of six members, all of whom are town residents, with Mayor Lesly S. Smith serving as the chairperson. This Mission Statement sets out the goals of the board.

Strategic planning is the process by which a community defines actions and strategies to manage change. The outcome of the strategic planning process will be a document that will outline and define strategies, initiatives, responsibilities, and resources required to achieve these goals, and will define methods for evaluating the town's accomplishment of those goals and objectives; the Strategic Plan.

The board has retained Wallace Roberts & Todd, LCC ("WRT") to assist it in the strategic planning process. After two public meetings and individual meetings with each member of the board, WRT presented to the board on June 19, 2001, "An Approach to Meeting the Strategic Planning Challenge," a 25-page general road map. We strongly recommend that all who care to be involved review that paper, available by request at Town Hall, in order to understand the scope and intensity of the effort which will be required of all of us.

Though change is inevitable, the direction and pace of change are not. The decision to undertake strategic planning in Palm Beach reflects a determination not to accept the "inevitable," but rather to influence and guide change. The plan will articulate our community's vision of the Town of Palm Beach for at least ten years in the future; the "Palm Beach Vision."

The Strategic Planning Board will involve Palm Beach residents throughout the strategic planning process. The board will hold a series of community forums that will seek community input and consensus on Palm Beach's strengths, weaknesses, opportunities, and threats. The board will also seek input from the Town's various civic and neighborhood associations, trade and business associations, town department heads and employees, as well as other town boards and commissions. A community-inspired Palm Beach Vision is the first priority.

This broad community input will be used by the board to draft a Vision Statement which will define actions and goals necessary to guide Palm Beach in the future. This Vision Statement will then be presented t the community for further citizen input, and to develop consensus.

Lastly, a word on what our Mission is <u>not</u>. This effort will not involve debates about, or choices among, specific solutions to issues which are now properly before the Town Council, the Zoning Commission and other official town bodies.

By May 2003, the Strategic Planning Board will present a Strategic Plan to the Town Council for its consideration and adoption. Should the Town Council adopt the Strategic Plan, the residents would have a guide to determine whether the Town's constituent bodies are following the Strategic Plan - and achieving the Palm Beach Vision.

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