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REPORT OF THE STRATEGIC PLANNING BOARD MEETING HELD ON MARCH 12, 2003

I. CALL TO ORDER AND ROLL CALL The Strategic Planning Board Meeting of Wednesday, March 12, 2003, was called to order by Chair Lesly Smith at 1:05 p.m. in the Town Council Chambers. On roll call, the following Board Members were found to be in attendance: Chair Lesly S. Smith, Vice-Chair Bruce McAllister, Board Member William Cooley, Board Member Alec Flamm, and Board Member William Watchman. Also present for all or a portion of the meeting were: Town Council President William Brooks, Town Councilman Samuel McLendon, Town Attorney John Randolph, Town Manager Peter Elwell, and Town Clerk Mary Pollitt.**II. PLEDGE OF ALLEGIANCE** Chair Smith led the Pledge of Allegiance.**III. APPROVAL OF AGENDA** The Agenda was approved through motion of Board Member Flamm, seconded by Board Member McAllister, and carrying unanimously on roll call.**IV. COMMENTS OF CHAIR LESLY S. SMITH** Before we start the meeting which is going to be the final meeting, I believe, of the Strategic Planning Board I would like to take this opportunity to thank the Board, Bill Watchman, Bruce McAllister, Al Flamm and Bill Cooley, for the work that we have put in for three years. None of this would have been possible without the support and enthusiasm that we had from Peter Elwell, and Mary Pollitt is here today, but Sue Eichhorn was there with us for all three years. I would like to also say that I will be inviting all of you for lunch with Peter and Sue and Skip, too. So we can celebrate the fact that the plan is going to the Town Council, and they will be calling all of you to figure out a date we can do this. I also want to reemphasize and clarify some remarks I made earlier in the planning process about moving up the Charter Review. I believe that it is completely inappropriate for us to second guess the recommendations of the Charter Commission, which did its job diligently. As Chair of this Committee and as the incumbent Mayor, I think it is unethical and actually a flagrant conflict of interest for me to entertain discussion of changes to the Mayor's scope of power or how we elect Town Council members. I believe, too, it's not within the purview of this Committee to usurp the Charter Commission's authority and I don't believe that was the intention of the Committee as we discussed various changes that would be put into the plan. We, on this Committee, have worked long and hard on

the plan before us today. It's the product of not only our own brainstorming but of significant input from citizens and community leaders. It's my hope that we will use our time today to polish the plan and to fine tune it, if we must, but not consider any last minute amendments that could make a mockery of our mission. **V. APPROVAL OF REPORT OF THE STRATEGIC PLANNING BOARD MEETING ON JANUARY 29, 2003** The Report of the Strategic Planning Board Meeting held on January 29, 2003, was approved through motion of Board Member McAllister, seconded by Board Member Watchman. On roll call, the motion carried unanimously. **VI. REVIEW OF REVISED "DRAFT STRATEGIC PLAN" AND FINAL DECISIONS ON FORM AND CONTENT FOR TRANSMITTAL TO THE TOWN COUNCIL AS THE "PROPOSED STRATEGIC PLAN".** Town Manager Elwell advised that the plan was prepared, this time, in legislative draft to make it easier to find what has changed from the last meeting. He suggested that rather than go page by page, the most efficient way, because the changes are clearly identified in the draft document, would be to identify those items which the Board feels needs further discussion.

Chair Smith suggested that the names of the Committee should be listed in the Strategic Planning Report.

Town Manager Elwell responded that a page identifying the members of the Board will be placed immediately after the Title Page prior to the Table of Contents.

Town Manager Elwell, after discussion, stated that topics such as lethal yellowing and the submerged land issue could be addressed in a transmittal letter. It would be explained that the Board decided these are issues that have re-emerged and they feel might become issues of the same magnitude as those that have been discussed in the plan but the Board is not addressing them. He stated if there are other topics of interest, the Board could suggest he look at them with Town staff in order to eventually bring a recommendation to Council.

A. Community Enhancement/Quality of Life Actions:

Vice-Chair McAllister felt that open spaces may not be the only property acquisition opportunities the Board might want the Town Council to consider, and the Town should be aware of the possibilities of acquiring additional space. He suggested they insert the phrase "or other properties" on Page 22.

Discussion took place regarding Mr. McAllister's suggestion and it was determined to leave the passage as it is.

Board Member Watchman felt that a significant item was noise which is listed under D5, page 23. He suggested the Board should do more to control noise levels in the streets.

Town Manager Elwell advised that the Board had some fairly lengthy discussion about this item early in the process. It was determined that to be more specific would be too tactical, and the Board decided it wanted to make a good strong general statement about its desire for the Town to do better in this regard. After discussion, it was determined that no action would be taken.

B. Governance:

Town Manager Elwell, summarizing the consensus desire of the Board, suggested the elimination of the final sentence of the paragraph under Governance on page 5 and replace it with "and the Town Council should consider appointing a Charter Review Commission near the end of the planning period."

Board Member Cooley moved approval of the suggestion made by Mr. Elwell. The motion was seconded by Board Member McAllister. On roll call, the motion was carried unanimously.

Board Member McAllister suggested changing, in the same paragraph Item #3, "identify any time the Town considers an action" to "identify any instance". He felt it was awkward working with "time".

C. Beach Management Actions

Discussion took place regarding the statement J5, page 37 of the draft of the Strategic Plan under Beach Management Actions, "Legal Action". The Board approved leaving the current language under J5 in the Strategic Plan.

D. Traffic & Parking

Board Member Watchman questioned what was being done about traffic and parking since the Plan states very strongly that it is a major issue.

Town Manger Elwell advised that the money was appropriated, at the Strategic Planning Board's request, to collect additional data for preparation of a meaningful traffic and parking improvement plan. He stated that the Town has monitored between 35 and 40 sites for traffic counts at the peak season last year, and will do so again this year, to determine where the heaviest problem traffic areas are in the Town.

Chair Smith said that one of the statements on the bottom of page 27 says "For all the reasons described in the two paragraphs above, the Board strongly recommends the Town prepare and implement" and since it was now underway, she suggested language saying "the Board supports."

Town Manager Elwell said he would add a sentence indicating that the data collection has already begun.

E. Public Involvement

Board Member Watchman commented on the importance of communication and was pleased to see some specificity in the Plan. He said the Town needs to be able to communicate through their own voice and he doesn't think they have that at the moment.

Town Manager Elwell noted that there are some action statements about communication in the Plan. He mentioned specifically two recommended actions which are a little more forceful than some of the others. He cited that under A4, b, page 16, it says to "Publish a Town newsletter" and then under A4, c, page 16 it says "consider use of the media for public information, including Cable TV, Town web page" which are both very affirmative.

F. Continued Editing of the Plan:

Board Member Watchman said he had a list of items for which he felt there had not been enough of a position taken in the document. He suggested that the Board could have been more forceful, more specific and less reserved in saying what they were going to do in a number of areas.

Board Member Watchman stated one area of concern was encouraging young families to move into the Town. He said he would like to see more specificity and a more dynamic approach to the problem.

Board Member Watchman stated another area was the property tax issue which was specifically raised here. He said that not enough has been said about what should be done regarding the enormous increases in property taxes that are forcing residents from their homes. He stated that there are two or three other areas like that and he wants to be sure that when this report reaches the people in this Town, they don't say you raised a lot of good points but what are you going to do about it.

Board Member Watchman stated that medical care was another huge issue discussed by the residents at the Forums which has to be dealt with. He said that he knows there has been some effort by the Town to obtain some sophisticated stroke and heart units but we still have to work on it.

Town Attorney Randolph questioned why the Board would be so specific when talking about legal action against the Federal Government with regard to the beach issue but was less specific and didn't consider a lawsuit against the property appraiser's office, as in Mr. Watchman's example of property taxes? Mr. Randolph wondered why the Board was being more specific in this one instance than in other instances throughout the report. He stated it is really the Town Council, in all areas, that determines whether or not legal action should be taken in order to accomplish a specific purpose or goal.

Discussion returned to the question of leaving the language in regarding legal action against the Federal government. The concern the Board had was if the statute of limitations ran out, the Town would lose any possible opportunity they might have had of taking legal action. The Board decided it was appropriate to leave the language as is.

Discussion took place regarding the suggestion of placing in the transmittal letter that dialogue had taken place between the residents of the "Sea" streets and the Town. Town Manager Elwell felt it would not be appropriate, at this time, because the description on page 33 that "the staff was asked to

study a proposal" and that this area "is currently being evaluated" is an accurate statement. He continued that there has been some dialogue but no definitive decisions have been made.

Discussion took place regarding the specificity of the Strategic Plan. Board Member Flamm stated that the Strategic Plan's intent was to convey to the Town Council what the Board believes would be desirable goals. He continued that the Board did not have the resources nor did they have the time to go into real detail to develop the best tactics to achieve those end results. He said if the Town Council accepts the Strategic Plan as being a desirable goal, then they have to assign resources to decide how best to accomplish those goals and if those goals are feasible. He stated that this Strategic Plan has more specificity than one would usually contain, and it may be less than the Board feels comfortable with, but that's the nature of a Strategic Plan.

Board Member Watchman stated that he did not think it was wrong to have tactics explicitly stated in a plan. He said that tactics always follow strategy, and after spending two years discussing many issues, he would have been more comfortable if some of these items were more tactical and more specific.

David Barton, 216 Jamaica Lane, felt there were no big ideas expressed in the plan and the plan looks like it's slow, it's not moving, it is incomplete, inadequate, it has missed an opportunity and it's a disappointment. He continued that it is not a plan, it is not long range, and in fact, it's not set up to endure beyond one Council. He stated that it does not determine the Town's limits of growth and it does not recognize the potential of the Town's own planning commission. He said that it did not address the role of capital programming, of a first class water management program, and it did not address conventional long range planning. He thought the Board should have had some really big ideas in there.

Gerald Frank, 2784 South Ocean Boulevard, stated that the plan was a good one and the Board did an excellent job. He suggested that there should be a lot of credit given to the Board up front for all the years they have put in and for the patience of working with each other during those years. He thinks that the document should include who worked on what, the dates they were worked on, and the amount of time worked on.

Mr. Frank referred to page 35, Reach 3 & 4 – Mid Town Beach under J. Beach Management, where it was stated that the Mid-Town Renourishment Project "will be" completed. He suggested it should say it "was" completed because it was.

Mr. Frank suggested that under the heading of Police Protection and Security which starts on page 5, "The department should continue to emphasize community relations, including continued sessions of the Citizen's Police Academy", the Board should add "and the Palm Beach Crime Watch". He continued that it is an important organization and the Board should support it by placing it in their long range planning.

Mr. Frank suggested adding to the Plan any new thoughts the Board might have with regard to

burying utility lines, since there has been some recent conversation in relation to moving forward with this project as opportunities along A1A are found or in relation to the Florida Department of Transportation.

Former Mayor Yvelyne D. Marix, 1570 North Ocean Boulevard, said she wanted Mr. Watchman to know that she agrees and sympathizes with him. She advised that she has been up against the kind of comments she thinks he has been up against, and she understands the difference between tactics and strategy.

Board Member McAllister made an observation on the generality and specificity of this plan. He stated that not only has the Board been involved for two years but also staff and much of the public, and there had not been any big ideas put forward by anyone that had not been thoroughly discussed. He continued that he was not aware of any specific proposal in furtherance of these general objectives that had been put forward by anyone, including all the organizations that drafts were sent to, or at the community forums, that was not fully discussed and incorporated where the Board thought it was appropriate. He stated that if there was anything missing from this plan, he thought everyone in the Town has had an opportunity to address any concern.

Town Manager Elwell requested direction from the Board to make some minor changes to the Plan. He felt that Mr. Frank made two points which should be given some consideration. He suggested for the purposes of the summary on page 6 to add "to support the Palm Beach Crime Watch" to the additional language that was added last time about the Citizen's Police Academy.

The Strategic Planning Board agreed to the addition of the above language.

Town Manager Elwell said he didn't feel the Board's recommendation should change regarding the second item Mr. Frank mentioned about the FDOT and the underground wiring because the Town Council took action on this item at their meeting yesterday and has made it a priority.

Board Member Cooley, in response to Mr. Barton, said that the Board had the capacity to draft a Charter, or a set of directions, for the Council but it was not practical and it just was not going to happen. He stated that what the Board tried to do was draft a document that would be accepted by the Town Council. He felt they had gone as far as they could and maybe a little bit further, in some cases, in being specific and asking the Council to do certain things. He continued that if the Board had gone too far and had really set down a plan here on how to run the Town, it wouldn't have gone anywhere and it would have wasted two years. Mr. Cooley stated he understood what Mr. Barton had said, but wanted him to know that the Strategic Planning Board was not the body that was going to do that because it was not an elected board, and the Council was. He told Mr. Barton that if he wanted specifics he would have to approach the Council.

After discussion of a letter received from Mr. Killen, it was decided that the Strategic Planning Board would not take action on same and the letter would be sent to the Town Council separately for their review.

Chair Smith said this is the last chance to discuss the draft document before it goes to Town Council. She said it should be noted that the Board has no pride of authorship and felt that the board worked together very well to give it their best shot listening to many different points of view from many different people. She continued that after considering a lot of different projects, these are the final decisions the Board has come up with. Chair Smith thanked the faithful audience who sat here for most of the two years and looked forward to the comments of the Town Council at the April meeting.

Chair Smith felt it would be appropriate for all the Board members to attend the Town Council meeting in April so the Council could not only thank the members but also for the members to answer any questions the Council may have.

Board Member McAllister made one further observation and said he knows he is not speaking for himself only and continued that this Board would not have achieved whatever it achieved without the tact, drive and leadership of the Mayor, the Board's Chair.

Chair Smith thanked him.

Board Member McAllister made the motion to accept and transmit the plan. Mr. Cooley seconded the motion which was approved unanimously.

VI. ANY OTHER MATTERS

There were none.

VII. ADJOURNMENT

The Strategic Planning Board Meeting was adjourned at 2:30 p.m. on March 12, 2003.

Lesly S. Smith, Mayor
Chair of the Strategic Planning Board