TOWN OF PALM BEACH

Office of The Town Clerk

REPORT OF THE STRATEGIC PLANNING BOARD MEETING
HELD ON FEBRUARY 14, 2002

I. CALL TO ORDER AND ROLL CALL

The Strategic Planning Board Meeting was called to order by Chair Lesly Smith at 10:10 a.m. on Thursday, February 14, 2002, 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, and William Watchman Jr. Board Member William E. Hutton III had resigned from the Board effective January 30, 2002. Also present for all or a portion of the meeting were: Town Manager Peter Elwell, Town Council President William Brooks, Town Council President Pro-Tem Norman Goldblum, Town Councilman Samuel McLendon, 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 Flamm. On roll call the motion carried unanimously.

IV. APPROVAL OF REPORT OF THE STRATEGIC PLANNING BOARD MEETING ON JANUARY 10, 2002

The report of the Strategic Planning Board Meeting of January 10, 2002, was approved through motion of Board Member Cooley, seconded by Vice-Chair McAllister. On roll call the motion carried unanimously.

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V. APPROVAL OF REPORT OF THE STRATEGIC PLANNING BOARD MEETING ON JANUARY 23, 2002

The report of the Strategic Planning Board Meeting of January 23, 2002, was approved through motion of Board Member Cooley, seconded by Vice-Chair McAllister. On roll call the motion carried unanimously.

VI. CONTINUED CONSIDERATION OF DRAFT VISION STATEMENT

Vice-Chair McAllister requested that the four-page submission by Chair Smith be copied and distributed to those present; he suggested that it was complete and could stand alone as a vision statement.

Chair Smith thanked Mr. McAllister for his kind words, commenting that she had been requested to do a column for a newspaper, and had then submitted the four-page document to the Board for its review. She noted that there were several draft vision statements that had been submitted that the Board could work with today, and that basically she had used Mr. Fernsler's idea of a today/tomorrow comparison, and the language that had been agreed upon at the last two Strategic Planning Board meetings.

Town Manager Elwell identified four documents that could be copied and distributed to those in attendance, at the pleasure of the Board: Cooley memorandum of February 1, 2002, regarding latest draft of vision statement; Smith draft vision statement; Flamm memorandum of February 12, 2002; McAllister e-mail submitted February 13, 2002, with a suggested preface to the vision statement.

Board Member Flamm commented that he favored a brief, concise vision statement, of an idealized state to be attained, however, one that was achievable and realistic.

Board Member Cooley referred to page two of the Smith document, and the language: "renourishing the beaches from reach to reach, while protecting the residents," – he maintained that the adoption of the erosion control line was not protecting the rights of the residents, and that he believed the statement to be incorrect. On page three of the same document, he referred to the language – "aggressively sought State and Federal funds when possible," – he stated that he did not believe anyone had ever asked the United States Congress or Appropriations Committee to insert a line item in the Federal budget for beach renourishment for Palm Beach, and that he believed the statement was inaccurate and misleading.

Town Manager Elwell advised that approximately ten years ago, the Town had actually received a Federal appropriation for the original mid-Town project, however, the project had not come to pass, and thus the funds lapsed. He explained that in the more recent program, Federal funding had not been sought, since the project was being moved forward more quickly than would be allowed by the Federal process.

Vice-Chair McAllister commented that he did not believe the language to be misleading, as the statements had been made referring to goals to be achieved.

Board Member Watchman commented that he was in agreement with version two of the draft vision statement, as submitted by John Fernsler.

Vice-Chair McAllister commented that he favored Chair Smith's draft vision statement, which he believed reflected the comprehensive and complex nature of the Town. He requested that the option be preserved to adopt that as the vision statement.

Town Manager Elwell encouraged the Board to try to focus on a particular document and work with that document in order for progress to take place.

After further discussion, it was the consensus of the Board that version two, as presented by John Fernsler, would be used as a draft document.

Mrs. Amy Shaugnessy, resident, commented that she favored the Smith draft document of the vision statement, as she believed it held appeal as a document incorporating what people hoped the Strategic Planning Board would accomplish.

Mr. Gerry Frank, resident, commented that vision statements were usually short, while mission statements would contain more detail.

Board Member Cooley moved approval of adopting the format/draft vision statement submitted by Chair Smith, in order to finalize the vision statement. The motion was seconded by Vice-Chair McAllister.

Chair Smith thanked the Board for the motion, however, declined to call the question. She explained that it seemed that the general consensus was that the draft was too long, and consensus must be reached.

Board Member Cooley withdrew the motion.

Mr. Bill Guttman, CEO Palm Beach Civic Association, commented that it would be desirable to keep the vision statement to one page; the vision statement should be inspiring and uplifting as possible; it should describe the idealized state of Palm Beach five to fifteen years hence; it was important that the goals be stated as broadly and as strategically as possible, which would enable the Town Council and Town Manager to derive annual performance goals. He offered that the document submitted by Chair Smith was uplifting and inspiring, however, may be too long; he suggested that the document containing bullet points may be too crisp and specific. He suggested that the Flamm version was a good starting point from which to build upon.

Board Member Watchman commented that David Barton's draft was excellent, and hoped that parts of it could be utilized; he especially encouraged using the title "A Legacy Worth Keeping," which seemed to capture the essence of what was being said. He discouraged the use of bullet points.

Town Council President Pro-Tem Norman Goldblum commented that the preface to version two, prepared by Mr. Fernsler, did not look like a serious document, and was similar to what would appear in a flashy magazine.

Vice-Chair McAllister noted that most of the language in the preface had been his attempt at vivid imagery; he agreed that, despite the noble effort of Mr. Fernsler, the language just did not work.

Chair Smith commented that she also liked the headline/title of Mr. Barton, and favored the paragraph headings on the Fernsler version two.

Mr. Fernsler noted that the discussion was centering on style, not content or substance. He explained that his intent with version one had been to reflect the comments of the Board with regard to the Cooley draft; the second version had reflected a marriage of Mr. McAllister's helpful suggestions, with the bullets contained in Mr. Flamm's version. He noted that the Mayor's version had introduced an effective technique of contrasting where things were now and where they were intended to be in the future.

Vice-Chair McAllister noted that the word "children" was missing, and he suggested a greater emphasis on children/families in Palm Beach.

Town Council President Pro-Tem Goldblum suggested that the vision statement be prepared in a two-fold format style, with the headline on the front with a picture of Palm Beach.

Town Manager Elwell suggested that independent notes made by any Board member be submitted to him, so that he and Mr. Fernsler could work during the luncheon recess to revise the vision statement document for review by the Board upon return from the luncheon recess.

********* The luncheon recess was taken at 11:33 a.m.*********

*******The Strategic Planning Board Meeting of February 14, 2002,*********
was reconvened at 1:38 p.m.

Upon return from the luncheon recess, Town Manager Elwell presented the revised vision statement to the Board.

Board Member Flamm suggested that the word "vow" in the third line be changed to "are determined," and that the document was otherwise fine.

Vice-Chair McAllister suggested that the last paragraph include a mention of families and children to include the language ". . . welcomes young families and other new residents."

Board Member Watchman suggested that the word" "targeted" be removed from the first paragraph on page one. Mr. Fernsler suggested that the language be changed to read: ". . . a structure of government guided by clear mandates and performance goals for Town administration and appointed boards and commissions."

Town Council President Pro-Tem Goldblum referred to page two, public facilities and infrastructure, and commented that the language regarding "convenient network of roads and parking, unhampered by congestion and sufficient to meet local needs without encouraging additional traffic," was a contradiction, since the creation of new roads would be impossible.

Chair Smith replied that part of the vision for the Town of Palm Beach was the alleviation of further traffic and the provision for additional parking.

Board Member Flamm commented that the language referred to by Mr. Goldblum was an "idealized" state, and that although it may not be reached, at least people would know that it was being addressed in some form.

After further sentence/language modifications, Town Manager Elwell suggested that the sentence concerning drainage contain the following language: "drainage deficiencies, and occasional water shortages continue to pose a threat."

Board Member Cooley moved that the vision statement, as amended, be adopted. The motion was seconded by Vice-Chair McAllister. On roll call the motion carried unanimously.

Town Manager Elwell advised that the vision statement would be published, distributed to civic organizations, and sent with a news release to the media.

Chair Smith clarified that the preamble to the vision statement, as drafted by Mr. Flamm, would be used, and that the title submitted by David Barton, "A Legacy Worth Keeping," would be put in larger print and in quotes to headline the vision statement. She noted that, if necessary, an advertisement containing the vision statement document could be printed in a local newspaper.

Town Council President Pro-Tem Goldblum clarified that he had intended his suggestion regarding a printed mailing to be in regard to the strategic plan itself.

VII. ANY OTHER MATTERS

Town Manager Elwell advised that he would forward the draft environmental scan document to the Board before the next meeting; it would not yet be complete, but would be an effort to identify all of the topics to be addressed in making planning decisions.

Mr. Goldblum congratulated the Strategic Planning Board and Town Manager for the level of communication accomplished.

Mr. Fernsler commented that the next step would be to review the environmental scan, and identify the hierarchy of issues, particularly those that did not seem to have been adequately addressed.

Board Member Cooley suggested that a listing of all Town-owned properties would be valuable.

Minor further editing took place regarding the preamble to the vision statement, which was then provided to Town Manager Elwell.

Note: A complete copy of the approved preamble and vision statement is attached to this report.

VIII. NEXT MEETING: THURSDAY, MARCH 14, 2002, AT 10:00 A.M., IN THE TOWN COUNCIL CHAMBERS

Town Manager Elwell noted that the Strategic Planning Board was on a cycle, with meetings held on the Thursday following the monthly Town Council Meetings.

Mr. Elwell clarified that the next meeting, on March 14, 2002, would include discussion of the environmental scan, with Mr. Fernsler present. Thereafter, at a future date, staff members and department heads would be brought forward to meet with the Strategic Planning Board concerning specific issues.

Board Member Flamm suggested that each Board member prepare a list of strategic issues that needed to be addressed on a priority basis.

Town Manager Elwell advised that an environmental scan resource document would be prepared by staff and Mr. Fernsler, which would also be useful in prioritizing issues.

IX. ADJOURNMENT

The meeting of the Strategic Planning Board of February 14, 2002, was adjourned at 2:30 p.m.

Lesly Smith
Chair Lesly Smith

Prepared by:
Susan Eichhorn
Deputy Town Clerk

Future Scheduled Meetings:
March 14, 2002 @ 10:00 a.m.- Town Council Chambers
April 11, 2002 @ 10:00 a.m.- Town Council Chambers
May 16, 2002 @ 10:00 a.m.- Town Council Chambers
June 13, 2002 @ 10:00 a.m.- Town Council Chambers
July 11, 2002 @ 10:00 a.m.- Town Council Chambers
August 2002 - meeting will not be held
September 12, 2002 @ 10:00 a.m. - Town Council Chambers
October 10, 2002 @ 10:00 a.m. - Town Council Chambers

Adobe Document					
Document Name	FebReport142002	Subject	February 2002 Strategic Planning Board Report	Date	Thu 02/14/2002
Directory	Strategic Planning Board	Type	Reports	Category	Strategic Planning Board

REPORT OF THE STRATEGIC PLANNING BOARD MEETING
HELD ON FEBRUARY 14, 2002

I. CALL TO ORDER AND ROLL CALL

STRATEGIC PLANNING BOARD REPORT 2-14-02

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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 Flamm. On roll call the motion carried unanimously.

IV. APPROVAL OF REPORT OF THE STRATEGIC PLANNING BOARD MEETING ON JANUARY 10, 2002

The report of the Strategic Planning Board Meeting of January 10, 2002, was approved through motion of Board Member Cooley, seconded by Vice-Chair McAllister. On roll call the motion carried unanimously.

V. APPROVAL OF REPORT OF THE STRATEGIC PLANNING BOARD MEETING ON JANUARY 23, 2002

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____
Chair Lesly Smith

Prepared by:
Susan Eichhorn
Deputy Town Clerk

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August 2002 - meeting will not be held
September 12, 2002 @ 10:00 a.m. - Town Council Chambers
October 10, 2002 @ 10:00 a.m. - Town Council Chambers