

**CITY OF WINTER PARK  
SPECIAL MEETING OF THE CITY COMMISSION  
June 27, 2005**

The Special Meeting of the Winter Park City Commission was called to order by Mayor Kenneth Marchman at 2:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Commissioner Douglas Storer  
Commissioner John Eckbert  
Commissioner Douglas Metcalf  
Commissioner Barbara DeVane  
Mayor Kenneth Marchman

Also present:

City Attorney Trippe Cheek  
City Manager James Williams  
City Clerk Cynthia Bonham

1. Discussion on the facilitation of the Strategic Planning Session with the following questions to be addressed about the Strategic Planning Session:

Mayor Marchman asked each Commissioner to express their preferences on the structure and system to use for the Strategic Planning Session they are proposing.

Commissioner Storer commented that he was comfortable with scheduling annual strategic meetings, conducted in a timely fashion, to communicate priorities to department heads to be converted into action plans. He elaborated on the successful planning session that was held a few years ago that resulted in an action list that is still being worked off of today. He spoke of the need to reprioritize initiatives.

Commissioner Eckbert stated he did not feel that earlier strategic planning efforts were tied to meaningful action plans. Commissioner Eckbert suggested contacting facilitators that have been successful and can assist the City with strategic planning. He elaborated on what he believed should be the purpose and the process of strategic planning. He was amenable to the idea of a facilitator to propose the length of time needed for the session to successfully accomplish desired objectives. Commissioner Eckbert noted the method used for strategic planning by the City of Coral Springs. He also commented on the need to conduct sessions early in the budgeting process.

Commissioner Metcalf spoke about taking a longer term view and the purpose of long range planning. He stated that he did not believe long term planning is performed for Winter Park. Commissioner Metcalf expressed wanting the City to continue to excel in terms of environment, culture and education from surrounding communities. He spoke of the need to focus on a long term plan that would result in the City excelling in those areas. He elaborated on the changing nature of the City and how it can overwhelm and impede the level of services offered by the City. He spoke of the need to discuss a process of interim zoning to help deal with the changing character of the City, and meeting several times yearly, specifically on short agenda days, to set priorities.

Commissioner DeVane spoke of the two types of planning that she believed the City should be conducting: annual budget and strategic planning. She expressed her preference of meeting annually to prepare for the budget process. She noted the need to look at a longer range budgeting process and setting strategic and specific goals that

the City could operate under. In regards to the process utilized by the City of Coral Springs, Commissioner DeVane identified and admired the element in the plan that requires that each Coral Springs Commissioner submit a list of the City's strengths, weaknesses, opportunities and threats. She suggested a similar process for the City of Winter Park in which each Commissioner submits a list and comments on four items. She elaborated on comparing and discussing each others' lists. She said strategic planning should be broadened to look at the future and suggested the use of the City's survey process. She commented that the purpose of the survey should be to ask the community questions that would focus on what is important rather than a validation of the achieved objectives.

Mayor Marchman inquired whether the Commission was amenable to a structured list or responses that can be returned for the Commission to review in a facilitated session. He spoke of scheduling several hours with just the Commission to focus on various issues. Commissioner Eckbert commented that the use of a facilitator is critical to assist and create categories of issues and action and how both should be addressed. There was discussion on the timeframe for the selection of a facilitator and whether an additional meeting needs to be scheduled prior to the selection process.

Commissioner Eckbert commented on the importance of effectively and efficiently governing the City by identifying each Commissioner's area of expertise and grouping together similar City boards under that specific area of expertise to realize substantial efficiencies. Commissioner DeVane suggested involving City board members in the strategic planning session. Commissioner Storer suggested the creation of a form or exercise that the Commission would complete and discuss. He said he was in agreement with the concept of identifying the City's strengths, weaknesses, opportunities and threats. He suggested a 23 page writing exercise that can be discussed by the Commission. He said he would be amenable to a process that would incorporate everyone's preferences and thoughts on the same table for discussion with a link to a larger facilitation session.

Discussion ensued on whether to develop and distribute an input form to each Commissioner to be returned upon completion and discussed at a pre-session, and how to identify prospective facilitators.

**Consensus to identify three or four prospective facilitators from the University of Central Florida, Rollins College, Florida League of Cities, and the Highland Group; provide resumes and a recommended meeting process for the solicitation of Commission opinions to be reviewed or personally presented at the next Commission meeting.**

City Manager Williams sought confirmation of the Commission's direction for staff to solicit professionals to submit brief presentations for the Commission to select the most qualified candidate that will lead the City to develop a strategic planning process; with the inclusion of credentials, forms and processes that have been utilized for this type of forum. Mayor Marchman responded affirmatively and added that the Commission will be looking for a list at the next Commission meeting of potential facilitators of which the Commission will select who they want to provide presentations from along with proposals/written responses.

Mayor Marchman adjourned the meeting at 3:20 p.m.

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Mayor Kenneth R. Marchman

ATTEST:

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City Clerk Cynthia Bonham