

**CITY OF WINTER PARK
STRATEGIC PLANNING SESSION OF THE CITY COMMISSION
April 5, 2011**

The meeting of the Winter Park City Commission was called to order by Mayor Kenneth Bradley at 9:00 a.m. in the Public Safety Facility, Raymond Beary Room, 500 N. Virginia Avenue, Winter Park, Florida.

Present:

Mayor Kenneth Bradley
Commissioner Steven Leary
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper
Commissioner Tom McMacken
City Manager Randy Knight
Assistant City Manager Michelle Del Valle
City Clerk Cynthia Bonham
City Department Heads

Mayor Bradley stated that they are meeting to address strategic planning.

Marilyn Crotty, Director of the Florida Institute of Government at the University of Central Florida facilitated the session. The ground rules for the session were addressed as well as the status of the 2010 strategic initiatives. Upon discussion on each issue, the following was agreed to:

Strategy Map

- Propose revising the vision statement to be active and to set the bar higher (not Central Florida, but whole State). Shorten.
- Create measurable initiatives. Example: achieve 3 meters of clarity in all lakes in WP.
- Leave initiatives from 2010 that have not been completed in the Plan

City Facilities

- Work towards long term solutions for City Hall and Library. All locations and potential deals should be evaluated.
 - Must not increase taxes
- Consider developing a task force or informal group of talented residents to assist in developing a strategy that would not put a tax burden on the taxpayers. Include various disciplines, but specifically try to include an economist.
- City Hall
 - Move forward on 10 year energy efficiency plan (includes HVAC replacement)
 - Moderately renovate City Hall (carpet, paint, landscaping, parking lot)

- Improve Lobby configuration
- Increase building and meeting safety
- Hold a town hall meeting to discuss the issue

- Library
 - Move forward on 10 year energy efficiency plan (includes HVAC replacement)

- State Office Building – consider all deals

- Post Office – Continue to monitor, work to obtain building/land when Federal Government is ready to dispose

- Train Station – Continue to move forward

Economic Development

- Fairbanks
 - Move forward working on voluntary annexations adjacent to the Fairbanks corridor

- Ravadauge
 - Continue to move forward evaluating CDD concept and preparing to reannex
 - Insure development does not create additional costs for existing tax payers
 - Want this development in the City

- Tax Base
 - Want to grow the commercial tax base
 - Establish mathematical goal based on available Comp Plan growth

Budget

- Goals
 - Increase reserve by \$1M
 - Maintain or reduce operating millage rate
 - Organization maintain or reduce accordingly based on budget reductions
 - Maintain existing levels of service. Based on the budget availability look to increase as follows:
 - Medians
 - Sidewalks
 - Address Code Enforcement resources
 - Address 9th Grade Center PD

- Employee Pay and Benefits
 - Budget Permitting – reintroduce performance based pay raise in FY 2012
 - Commission a pay and benefit study in FY 2012 for potential implementation in FY 2013

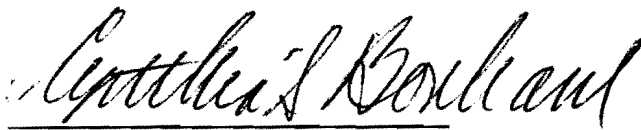
- Adopt City Manager's recommended goal for pay and benefits (top 35% pay, 50% benefit)
- Agreed on list of benchmark cities, including Ocoee and Winter Garden in future comparisons

- **5 Year Capital Plan**
 - Develop new sidewalks (near schools, transportation, and where neighborhoods want highest priority)
 - Report on areas that still need sewer along with cost.
 - Station 64, consider addressing sooner if possible
 - Note City funding for Mead Garden should revenues improve
 - Report on Parks Acquisition Fund balance
 - Provide additional info on reclaimed water during budget process
 - Add purchase of Electric facility to plan

- **Community Conversations**
 - Yes, want to do
 - Approximately 4 meetings in various locations
 - Complete in April – early June timeframe
 - Work through Marilyn and UCF Institute of Government

- **Open for Other Commission Items**
 - Continue to improve civility, model civility to meeting participants to improve tone of meeting
 - Educate on importance of visible street numbers
 - Review of 17-92 roadway, encourage similar design on major roadways, starting with Fairbanks

The meeting adjourned at 4:00 p.m.



City Clerk Cynthia Bonham