

**CITY OF WINTER PARK
STRATEGIC PLANNING SESSION OF THE CITY COMMISSION
June 30, 2010**

The meeting of the Winter Park City Commission was called to order by Vice Mayor Dillaha at 1:15 p.m. in the Welcome Center, 151 West Lyman Avenue, 1st Floor Conference Room, Winter Park, Florida.

Present:

Mayor Kenneth Bradley (arrived 1:25 p.m.)
Commissioner Beth Dillaha
Commissioner Carolyn Cooper
Commissioner Tom McMacken
City Manager Randy Knight
Assistant City Manager Michelle del Valle
City Department Heads

Not Present:

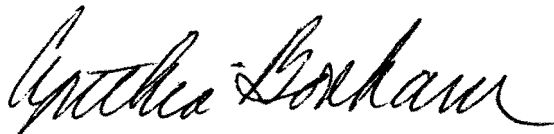
Commissioner Phil Anderson

An overall discussion was held to review the strategic objectives and the top initiatives that were previously addressed and agreed upon in the Strategic Planning meeting of May 5, 2010. Discussion included the meaning of each item, what it entails, who is responsible for the initiative, if it is a long or short term initiative, if the item should be considered in the upcoming budget, and to list the goals and objectives of each item with a possible timeline (see attached draft Strategy Map 2010).

In addition to the discussion about the Strategy Map, the Commission had a general discussion about City governance. Topics discussed included the City Manager's role, process for information gathering, the use of Volunteer Boards, and management tools.

As a result of the discussion, the Commission agreed to work through the City Manager to provide direction to staff members on operating issues. The Commission expressed their desire for additional details on projects and initiatives and requested a monthly report of key indicators (performance measures).

The meeting adjourned at 5:05 p.m.



City Clerk Cynthia Bonham



City of Winter Park Strategy Map 2010 - draft

Revised on July 15, 2010

DRIVERS	<p style="text-align: center;">Vision</p> <p><i>We aspire to continue to be the best place to live, work and play in Central Florida by preserving a superior quality of life for today's residents and for future generations.</i></p> <ul style="list-style-type: none"> Residents and businesses will thrive and visitors will enjoy our history and community spirit. We will maintain a safe and healthy environment while preserving our city's friendly, hometown atmosphere and celebrating the diversity of its people. We will provide extensive recreational and cultural opportunities. We will provide municipal services of the highest quality in a fiscally prudent and customer friendly manner. We will achieve our vision through a commitment to a healthy economy, a vibrant downtown, and preservation of our environment, charm, culture and vital neighborhoods. 			<p style="text-align: center;">Values</p> <ul style="list-style-type: none"> Spirit of volunteerism and ownership throughout our community Respect for heritage and culture Preserving character and charm Commitment to our environmental assets Economic viability and sustainability for future generations Diversity, both economically and culturally across generations Recognition of value in cultivating regional relationships while preserving our identity Integrity, honesty and respect in all interactions Decision-making based on facts and citizen participation Governance that is accessible, accountable and efficient Quality neighborhoods 						
	DIFFERENTIATORS	<p><u>Unique Sense of Place</u></p> <ul style="list-style-type: none"> Charming village character & scale Attractive place to visit Heritage & culture Central Park High quality of life Pedestrian friendly Vibrant Central Business District (CBD) 	<p><u>Diverse Character & Quality of Neighborhoods</u></p> <ul style="list-style-type: none"> Lakefront estate lots Historic neighborhoods Variety of housing options Strong sense of community Neighborhood Council Community involvement 	<p><u>High Quality of Services</u></p> <ul style="list-style-type: none"> Fiscally responsible Exceptional <ul style="list-style-type: none"> -Customer service -Public safety -Responsiveness -Infrastructure & services Professional & responsive staff 	<p><u>Environmental Assets</u></p> <ul style="list-style-type: none"> Extensive Tree Canopy Recreational opportunities for all ages 10 acres of parks per 1000 residents Healthy city lakes 	<p><u>Life-long Learning</u></p> <ul style="list-style-type: none"> Excellent public & private education for K-12 & adults Rollins College and Valencia Community College as an integrated community partner World class library, museums & cultural experiences 	<p><u>Full-Service City</u></p> <ul style="list-style-type: none"> Own Electric Utility Own police & fire Hospitals & schools Diverse shopping options 			
STRATEGIC OBJECTIVES		<p style="text-align: center;">Quality environment</p> <ul style="list-style-type: none"> Improve lake quality by monitoring and maintain clarity, vegetation, shorelines & overall health of the lakes Further green initiatives as it relates to building codes, reclaimed water, water conservation, air quality & recycling/solid waste options 		<p style="text-align: center;">Quality development & redevelopment</p> <ul style="list-style-type: none"> Continue to develop & redevelop underdeveloped, non-residential corridors 		<p style="text-align: center;">Quality government services & financial security</p> <ul style="list-style-type: none"> Hold regular informational citywide meetings to discuss key city issues Review city boards 		<p style="text-align: center;">Quality facilities & infrastructure</p> <ul style="list-style-type: none"> Update parks master plan with particular attention to the active parks Continue existing maintenance program Develop strategic plan for city facilities (city hall, library, electric, fire station #64, etc.) 		<p style="text-align: center;">Quality economic development</p> <ul style="list-style-type: none"> Develop economic development master plan Maximize the value that Winter Park plays regionally & locally Strengthen retention of commercial businesses Focus on the aspects of branding, tourism, retail, hospitality, culture, historic designation, targeted industries, & business improvement districts
	INITIATIVES									