

ST. CLOUD CITY COUNCIL WORKSHOP
Thursday, February 20, 2020
City Hall, Council Chambers
1300 Ninth Street
3:00 p.m.
Minutes

I. Mayor Blackell called the meeting to order at 3:05 p.m.

II. Roll Call

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| • Mayor Nathan Blackwell | William Sturgeon, City Manager |
| • Deputy Mayor Linette Matheny | Dan Mantzaris, City Attorney |
| • Council Member Chuck Cooper | City Clerk, Linda P. Jaworski |
| • Council Member Dave Askew | Deputy City Clerk, Ivy De la Cruz |
| • Council Member Keith Trace | Members of the Press |

All members present.

III. Strategic planning session

City Manager Sturgeon introduced Robert Morin, Facilitator. Mr. Morin provided a brief highlight of his background along with his experience in Government.

The City Manager noted that our strategic plan for 2019 is 60% complete and some of the accomplishments were as follows:

- Economic Planning
- Adoption of Parks and Recreation Master Plan
- Completion of the East 192 irrigation and landscaping project
- Workshops done on public safety, the housing element and strategic planning
- Completion of Planning and Zoning updates
- Completion of storm water pond maintenance
- Updated Joint Planning Agreement

Directors Economic Development Retreat added the following to the strategic plan:

- Establish transportation system from the downtown to the lakefront and to Kissimmee train station.
- Develop and provide regional destination for parks with unique aspects and experiences.
- Connect trail systems
- Minority Business Program

- Make a concerted effort to encourage redevelopment of buildings and figure out how to incentivize people to come in to renovate buildings.
- Meet with Osceola County officials

Deputy Mayor Matheny wanted infrastructure for the turnpike interchange.

Antranette Forbes, Economic Development, defined economic development as economic propriety by diversifying industries, investing in workforce development, and promoting destination locations. The City Manager said Ms. Forbes is working on a specific economic development strategic plan which is complete and currently being reviewed.

Council Member Trace felt that economic development is not just bringing in new businesses but investing in the ones we have now. He also felt that we should have additional workshops regarding the building codes and other areas. Council consensus is to hold workshops for building codes and other areas of concern.

The following items were discussed:

Mission Statement

City Manager Sturgeon and staff felt that the mission statement was too long and would keep you focused if it was shorter. A rebranding process will be happening soon and once this is completed the City Manager felt we could come back to this.

Organizational Values

The City Manager said staff recommended we move civility to the front of the line and additionally we want to keep integrity and move honesty to another area.

Communication

Deputy Mayor Matheny felt we needed a comprehensive plan about disseminating information. Mr. Morin said performance measuring can also be done through social media.

Mayor Blackwell believes the City should publicize our successes as well as find a PIO who can respond positively on social media to include projects the City of St. Cloud has taken on.

Vision Statement

City Manager Sturgeon mentioned a recent directors meeting that discussed changing the vision statement to embrace our unique history.

Growth Management

Deputy Mayor Matheny suggested the following new vision statement: St. Cloud is a vibrant and progressive community that embraces our unique history while offering an exceptional destination to live, work, and play.

Deputy Mayor Matheny wants us to make a concerted effort to encourage redevelopment.

City Manager Sturgeon felt there are areas in the JPA that need to be fixed. I know we have an excellent planning department and there is language in the JPA that is vague and sometimes used against us.

Deputy Mayor Matheny would like to see everything in our JPA.

Andre Anderson, Community Development Director wanted to clarify that Osceola County staff and City of St. Cloud staff have been meeting on a regular basis to go over items of common interest. Osceola County initiated a facilitated meeting between them and the City of St. Cloud staff through the Florida Conflict Resolution Consortium at FSU.

Attorney Mantzaris suggested Mayor Blackwell send a letter to Osceola County Commissioners stating we want to meet with them and also review the JPA. Council consensus is to send letter to Osceola County and request a meeting.

Mr. Morin said most importantly the City of St. Cloud has to protect our jurisdiction.

Discussion continued regarding growth management.

Infrastructure

Council Member Trace spoke about the importance of the Lakefront Park Masterplan being financially feasible.

He believed projects over ten acres should have a community meeting before the planning and zoning process to get feedback.

Deputy Mayor Mayor Matheny questioned deferring impact fees and would like to see it removed.

Ms. Matheny asked if the City's water service area was too large? She believed an entire workshop should cover water.

Smart poles in the downtown area were also discussed. Discussion continued on infrastructure and how it affects our city.

Sustainability

Council Member Trace said regarding sustainability:

- Complete a 5-year budget forecast
- Consider changing revenues
- Plan ahead for large projects
- Look at a 10-year capital plan
- Decrease the current debt load
- Increase reserves whenever we can

Council Member Trace would like to see the Citizens Academy come back and the Mayor spoke of the difficulty to talk to one another because of the sunshine laws.

Mayor Blackwell said we have to ask what we can do to improve the relationship and trust between the City Council and the heads of the departments for a stronger relationship.

City Manager Sturgeon asked Council Members with requests/questions to please contact him and not to go under a director. He can get accurate information immediately to Council.

IV. Adjournment 6:09 p.m.

Mayor Nathan Blackwell

ATTEST: City Clerk, Linda P. Jaworski

Minutes Approved: _____