

**MINUTES
SEMINOLE CITY COUNCIL
ANNUAL WORKSHOP
JANUARY 26, 2019**

The Annual Workshop of Seminole City Council was held on Saturday, January 26 2019, in the Seminole Community Library, 9200 – 113th Street North – Library Program Rooms A and B, Seminole, Florida.

Present were: Mayor Leslie Waters, Vice-Mayor Trish Springer, Councilors Thomas Barnhorn, Chris Burke, Roger Edelman, Bob Matthews, Jim Quinn, City Manager Ann Toney-Deal, City Attorney Jay Daigneault, City Clerk Patty Beliveau, Fire Chief Heather Burford, Community Development Director Mark Ely, Public Works Director Rodney Due, Finance Director Allison Broihier, Library Director Mike Bryan, Recreation Director Becky Gunter and Human Resources Director Erica Ottmann.

Continental Breakfast was available at 8:30 a.m.

The Annual Retreat Workshop was called to Order at 9:00 a.m.

DISCUSSION OF CITY GOALS

City Manager Toney-Deal explained the goal setting process. Four groups were established to collectively brainstorm ideas.

The results of the first phase of the goal setting process resulted in the following:

Parks & Recreation Quality of Life Plan

- Master Plan
- Programs (i.e. Youth, Family, Main Street Market)
- Waterfront Park

\$ Increase Revenue \$

- Increase size of City
- Light Industry (Manufacturing & High Tech)
- Low Ad Valorem Tax Rate

Improve & Maintain Infrastructure

- Revise Street & Stormwater Master Plan
- Proactive maintenance of City Assets (Roads, Buildings, Sidewalks & Infrastructure)
- Sidewalks & Streets
- New Fire Station

City of Seminole Employer of Choice

- Employee Engagement

Increase Community Involvement (later incorporated into Parks, Recreation & Leisure Services for Quality of Life)

The proposed Goals were narrowed to four areas and further defined as follows:

INFRASTRUCTURE

- Develop and fund facility repairs
- Update and fund Storm Management Plan
- Develop and fund Pavement Management Plan
- Develop and fund sidewalk maintenance and expansion plan
- Design and construct Fire Station 129 with partners
- Implementing Master Plans

INCREASE REVENUE

- Explore the addition of an Annexation Specialist
- Development Annexation Vision
- Explore the addition of a Development Coordinator
- Maintain Prudent Budgeting
- Evaluate all Revenue Sources (Grants, User Fees, and Taxes)

PARKS, RECREATION & LEISURE SERVICES FOR QUALITY OF LIFE

- Master Plan
- Programs & Events
 - Innovative Technology & Events
- Green Spaces
 - Parks, Pathways, Medians
- Community Involvement

CITY OF SEMINOLE: EMPLOYER OF CHOICE

- Employee Wellness Events/Education
- Recognition Program
- Leadership/Management Training
- Evaluate Staff/Workload
- Employee Benefit Communication

The following is potential objectives that can be done to support the Goals:

INFRASTRUCTURE

- Fund a Master Drainage Plan (explore Stormwater fee within Revenue Goal, SWFMD grants)
- Fund a facility Master Maintenance Plan
- Fund a sidewalk study to identify current & future needs
- Start the implementation of the Street Management Plan
 - Identify if implementation will be in-house with added staff or contracted out.

INCREASE REVENUE

- Benchmark existing fees and tax rates, increase if appropriate
- Develop an annexation vision with the City's fiscal interest at its core
 - Proactively seek annexations
- Explore new sources of recurring revenue:
 - Stormwater Fee
 - Fire Inspections/Fire Plan Review
 - Sidewalk assessment fees (1 time for construction)
 - Other

PARKS & RECREATION & LEISURE SERVICES FOR QUALITY OF LIFE

- Create Recreation & Parks Master Plan
- Median improvements (Palms)
- "First Friday" type Seminole event
- Bass Fishing Tournament after dredging of Lake Seminole
- Tennis Tournament at City courts
- Beach Trolley stop at Seminole City Center
- Drone races at Recreation Center

Additional details on "CITY OF SEMINOLE EMPLOYER OF CHOICE" Plan

- Leadership Development Program
 - All Levels
- Incentive Program
- Total Compensation
 - Unique
- Employee Recognition Program
 - Annual Employee Appreciation Dinner/Get-Together
 - Website spot
- Competition with Rewards
- Succession Planning
 - People Inventory
 - Staff Level
- Employee Wellness

Meeting adjourned at 1:39 p.m.

Date Approved: Feb 12, 2019

Patricia Beliveau
Minutes prepared by City Clerk
Patricia Beliveau

Leslie Waters
Mayor Leslie Waters