MINUTES
SPECIAL COMMISSION MEETING OF THE STUART CITY COMMISSION
MARCH 28, 2023
AT 9:00 AM
COMMISSION CHAMBERS
121 SW FLAGLER AVE.
STUART, FLORIDA 34994

CITY COMMISSION

Mayor Troy McDonald
Vice Mayor Becky Bruner
Commissioner Eula R. Clarke
Commissioner Christopher Collins
Commissioner Campbell Rich

ADMINISTRATIVE

Interim City Manager, Michael J. Mortell
Interim City Attorney, Paul J. Nicoletti
City Clerk, Mary R. Kindel

ROLL CALL

PRESENT: Mayor McDonald, Vice Mayor Bruner, Commissioner Clarke, Commissioner Collins, Commissioner Rich

APPROVAL OF AGENDA

9:06 AM: MOTION: Approve.
MOVED BY: Becky Bruner
SECONDED BY: Christopher Collins
Motion approved unanimously.

DISCUSSION AND DELIBERATION

1. STRATEGIC PLANNING SESSION

Jim Karas, presenter of Community Marine & Water Resource Planning, opened up the discussion with a vision pyramid. He asked Commissioners to state their "one word" around the room that describes the expectations of this meeting.

Commissioners stated their words:
- Hope
- Unified
- Focus
- Legacy
- Future for generation
- Vision
- Convey

- Timeliness

Mr. Karas continued his presentation on setting the bar, today's schedule, tools for collaboration, rules and tools, a good strategic plan is, opportunities and challenges into the next decade using SWOT analysis, your crystal ball and spoke on things that happened in the past 10 years and what can happen in the next 10 years (2033/4).

Commissioner Clarke arrived at 9:21 AM.

Mr. Karas asked the Commissioners to write on the cards the opportunities and challenges that they think are most significant and asked that they self-evaluate.

Mr. Karas continued the presentation on the glimpse of the population, challenges/ opportunities in Finance - spending and revenue, challenges/ opportunities in Finance.

- Expanding City limits
- Using partnerships with boys and girls club/ hospital
- Attractive City
- Senate bill
- Improve water quality
- Budget - ad valrom
- Social media
- Technolody
- State and Federal preemption
- Politics
- Growing younger population
- Economic development
- Redevelopment of obsolete properties
- Responsive governement

All Commissioners and Mr. Karas grouped the different opportunities and challenges and voted for the ideas.

Department heads added their "One" words that described what they wanted to expect from this session:
- Actionable
- Breathable
- Motivation
- Decisive/ Survival
- Accountable
- Attainable
- Collaboration
- Imaginative

High priority list for the City as a whole:
- Quality of Life - Commissioners put their input on what quality of life is
- Admin City
- Economic Development
- Enviormental
- City Form

Mayor McDonald gave the meaning of what the redevelopment of obsolete properties is.

Commissioner Clarke stated she thinks the City is trying to stay above blight.

Mr. Karas continued to put the opportunities on the high priority list.

Commissioners discussed what type of workers the City has; blue-collar or high-tech.

Mr. Karas and Commissioner put their challenges on the high priority list.
- State/ Federal Constution
- Infrastructure
- Finance

Mr. Karas stated that during the last strategic planning, the Commission wanted the City Manager to do their work and not be involved.

Commissioner Clarke stated she would prefer it stay the way it is as it can be tricky to intertwine the two.

City Attorney Mortell stated that it is a Policy vs City Administration.

Mr. Karas stated that during his one-on-one with Commissioners, they were not able to provide answers on big ticket items and Mr. Karas provided a sharettes program that could assist them in making a plan for it.

Commissioners continued and discussed the way to go about these big ticket items.

City Attorney, Commissioners and City Manager Dyess discussed what could happen and what the plan was for the Wellsfargo building.

Commissioners and Mr. Karas continued discussion.

10:55 AM

Mr. Karas played a video from Mr. Jonathan Haidt.

Commissioners discussed how they can be unified vs divided.

Mr. Karas presented CommUNITY, how to discuss/debate, from confrontation to cooperation, divisiveness, 5 star communication techniques and did a roll play of common pitfalls.

11:14 AM

Mr. Karas introduced the DISC program and asked the Commissioners what letter they fell under. He presented the typical traits/ higher score, how to best communicate with each other.

Roz Johnson, Human Resources Director, shared a brief description of the DISC program and shared she is a facilitator and will be happy to assist in further assisting anyone who would like to learn more about their profiles.

Mr. Karas stated the assignment of writing aspirational statements (slide 40) and presented the demonstrated leadership or "crazy" slide, and goals leading to vision - Why? (Listed below - 4)
- Infrustructure
- Attracting people for business
- Destination with great new places
- Build community through neighborhood pride and integrity.

11:35 AM Lunch Break

12:17 PM Reconvened

Mr. Karas asked Joly Boglioli, Finance Director, to provide the revenue stream in the City Budget.

Mr. Boglioli provided Commissioners and staff the revenue stream for the City.

Mr. Karas spoke about charters and the broadness of charters in Florida.

Discussion amongst all continued on different investments, generating funds, increasing City revenues, fire assessments, and ad valorem taxes.

Mr. Karas spoke on strategic ways to increase revenue for the City.

Mayor McDonald spoke about the character of the City and the different things that have enhanced the community.

Commissioners, City Attorney Mortell, and Mr. Boglioli continued discussion on the growth and taxes in the City.

1:04 PM

Mr. Karas went over different strategies and studies to be done, Commissioners agree on the below:
- P3's
- Foundation
- Lobbying and grants staff
- Intensify development unit on US1 and/or redevelop all vacant
- Fire Assesment revisit
- Event fee

Mr. Karas requested Commissioners and administration to "dot vote" their preferences on goals and objectives by placing a dotted sticker next to their selections.

The below are the Commissioners Goal Objectives:
- Water
- Repurpose the waterfront/dockage in the marina.

- New housing supply prices/affordability.
- Go green on architecture/design.
- Achieve a new paradigm for a parking garage.
- More functional green space.
- Maintain inventory of industrial or commercial land.
- Build community through neighborhood pride and identity.

Commissioner Collins stated he wanted to discuss SB 102 more. Commissioners had a brief discussion about the Senate Bill and agreed to have the discussion as a future agenda item in the near future meeting.

Reviewed relinquishing the phone antenna from the Sheriff.

Mr. Karas continued his presentation on remembering the pyramid, vision - slogans/branding, vision/mission examples.

Commissioner Rich suggested the City needed a flag. Discussion of the City's marketing occurred.

Mr. Karas went over different vision samples with the Commissioners and they made two columns, one included the ones City Commissioners agreed with and one they did not care for so much.

Mr. Karas continued the presentation of prior and current strategic action items and evaluated what was done today - "Shared Vision Best Practices", how to prefer to use the plan and the continuity of the plan.

Roz Johnson, HR Director, stated that there is a lot more to this plan and how it is to service all employees. She stated all Directors need to adopt and follow the strategic plan so it does not disservice the employees.

Mr. Karas reviewed everything on the board and what the strategic plan would consist of. He asked the Commissioners and staff to evaluate him.

ADJOURNMENT

2:35 PM

Mary R. Kindel, City Clerk **Troy McDonald, Mayor**

Minutes to be approved at the Regular Commission Meeting this 10th day of April, 2023.