

**FORT MYERS BEACH  
TOWN COUNCIL**

**Town Hall- Council Chambers  
2523 Estero Boulevard  
Fort Myers Beach, Fl 33931  
December 13, 2006**

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**GOAL SETTING WORKSHOP**

**5:30 PM**

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**Present:** Mayor Dennis Boback, Vice Mayor Don Massucco, Councilman Garr Reynolds, Councilman Charles Meador, Jr., Councilman Bill Shenko, Jr. Town Attorney Anne Dalton, Town Manager David Sallee, Community Development Director Jerry Murphy, Public Works Director Jack Green, Finance Director Evelyn Wicks.

Town Manager David Sallee began by explaining to the Council that he likes doing this exercise before the adoption of a budget, however it can still be a beneficial exercise. He added that when the new Town Manager comes on board, the Council may want to reconsider their goals. He suggested they begin brainstorming and throwing out any and all ideas. Each suggestion was written on a flip chart and the pages were taped in the front of the dais. The Council identified 36 objectives, the list of which is attached. The list of 36 was reduced to ten items by combining like items and eliminating redundancies. The resulting ten items were then listed on a matrix. Mr. Sallee then asked each councilmember to declare their preference as he compared two items to each other, for example whether establishing a Town Hall was preferred over an EOC, whether a Town Hall was preferred over a comp plan, and so forth. In the end of this exercise, the ten goals were ranked in order of importance based on the votes of each councilmember. The list is as follows:

1. Water Utility Debt Rate Structure
2. Complete IT Upgrade
3. Finish the Emergency Operations Plan
4. Community Development Department Transition
5. Review all Service Contracts
6. Develop a Master Plan for Storm Water Management
7. Codify Ordinances
8. Rewrite the Comp Plan/E.A.R.
9. Address Council meetings' length and frequency
10. Establish a new Town Hall

Respectfully submitted,  
Debbie Cardoso

1. Hire a Town Manager
2. Get a Town Hall
3. Personnel Structure – salaries, step program
4. Finish the Emergency Operations Plan
5. Rewrite the Comp Plan/ E.A.R.
6. Dumpster Ordinance, Newspaper Boxes, Contractors Licenses
7. Purchasing Policies and Procedures
8. Community Development Department Transition
9. Core Level Service and Enhancement
10. G.F.O. A. – Gov't Finance Officers' Association
11. Develop Master Plan for Storm Water Drainage
12. Water Utility Debt
13. Champion Utility Referendum via Education
14. Newton Beach Park Opening
15. Complete IT Upgrade
16. Lobbying Ordinance
17. Explore Financing Alternatives
18. Estero Boulevard – Safety, Lighting, Crosswalks
19. Council Meetings – frequency and length
20. Budget Format
21. Transportation Impact Mitigation Policy
22. Insurance RFP
23. Codify Ordinances
24. Traffic
25. Investment Policies
26. Fla Retirement System
27. CIP & Rate Study for Water Utility
28. Florida League of Cities Institute for Public Officials
29. Review of Service Contracts
30. Joint BOCC & Council meeting
31. Evaluate in-house vs. contract Counsel
32. Environmentally Friendly Fertilization Ordinance
33. Education & Outreach on Regulatory System
34. Public Information Officer
35. Revise Council's Policies & Procedures Manual
36. Times Square Financial Structure