

City Commission Workshop - 2020 Strategic Plan Framework Presentation September 22, 2020 at 5:00 PM

YouTube Channel to view NSB City Commission Meeting:
<https://www.youtube.com/watch?v=HhuFScgs9aI>

The purpose of the meeting was to discuss and approve NSB's 2020 Strategic Plan. All Commissioners were present.

Background: In December 2019, the City of New Smyrna Beach held several community conversations with the purpose of gathering public input, City staff perspectives and City Commission Review of potential strategic areas for community focus in 2020 and beyond. The information gathered was used by the Commission to form a framework of high-level topics of common interest to the community regarding the overall direction and future of New Smyrna Beach. The City of New Smyrna Beach hired GAI's Community Solutions Group (CSG) to assist them with this process. CSG used information gathered from open house public meetings and workshops, individual interviews with Commissioners, discussions with City Department Heads, and mission/vision statements submitted to the City by the New Smyrna Beach Residents Coalition. City Staff then organized the information gathered into five consensus Strategic Topics with associated initiatives to develop a 2020 Strategic Framework tool that can be tracked and updated over time. The tracking tool will allow for the management of the plan by illustrating ongoing progress, benchmarks and metrics.



Michelle Vallance, Capital Improvements Manager at GAI, gave an overview of the Strategic Plan Framework, briefly explaining how it is set up and showing where the City is now:

- Each of the five consensus Strategic Topics is listed with its specific subtopic targets/goals.
- Each subtopic has an Action Plan that is color-coded for easy reference, showing how items are being accomplished via either Technology, Administrative, Social, and/or Construction.
- Action Plans that need funding are marked with the financial amounts needed.
- Each subtopic has a start date, projected end date, and a status (either Needs Action, In Progress, or Done).

[See Plan presented.](#)

The estimated cost of implementing the Plan is \$730,000 with the breakdown as follows:

- Communication and Trust - \$35,000
- Quality of Life Measures - \$295,000
- Growth Management - \$100,000
- Environment & Resiliency - \$250,000
- Transportation & Circulation - \$50,000

A general discussion followed which included some of these comments/concerns:

- There was a suggestion that we look at other cities' plans to find both pitfalls to avoid and Best Practices to use for a few of the subtopics
- We should remove completion dates since it is a working document
- Some of the language should be reviewed and removed or changed because of redundancy
- Users of the site should be polled to record feedback, both positive and negative
- The estimated financial impact should be removed from the plan
- This is a working document which will be revisited again in December

Mayor Owen concluded before moving to the vote that at this point we have a vision and it is a vast improvement from anything the City has had in the past due to technology. The software saved considerable time and has provided a sense of financial cost which will help in prioritizing items in coming months.

A motion to approve the 2020 Strategic Plan passed by a vote of 4 to 1, with Vice-Mayor Kolody voting, NO.