

The Strategic Planning Workshop of the City Council of the City of Panama City Beach, Florida, held on June 18, 2020.

ROLL

MAYOR MARK SHELDON

COUNCILORS:

PAUL CASTO

PHIL CHESTER

GEOFF MCCONNELL

MICHAEL JARMAN

CITY MANAGER:

TONY O'ROURKE

INTERIM CITY CLERK:

JO SMITH

CITY ATTORNEY:

AMY MYERS

Mayor Sheldon called the meeting to order at 9:00 A.M.

Councilman Jarman gave the invocation and led the Pledge of Allegiance.

Mayor Sheldon welcomed the members of the community. He also asked if there were any public comments and there were none.

Mr. O'Rourke explained the multi-step process to create the Strategic Plan, a living document. He said the Council would ultimately decide the core elements and values with the assistance of the community and staff.

The Council then broke into five groups with community members and staff.

The first part of the meeting concerned **SWOT** (Strengths, Weaknesses, Opportunities, and Threats). The different groups offered numerous ideas and the Council members chose one idea from each category. Beginning with **Strengths**, the Council chose Airport, beach, tourism, no sales or property tax, and public service. For **Weaknesses**, the ideas chosen were no hospital, lack of affordable housing, lack of lifeguards, traffic and road infrastructure. For **Opportunity**, the ideas chosen were CRA, Convention Center, Bay Parkway future development, citizen communications, and indoor sports facility. For **Threats**, the ideas chosen were lack of technology, lack of education on the beach flag system, City vs FDOT on roadways, over-regulation by the State, and 100-milers.

The next task was creating a **Vision** of what the City would be in the next 25 to 30 years. Five great ideas were offered by the groups and the Council elected to merge all five ideas into one vision statement. **A safe, family-friendly, vibrant community that values residents, businesses and visitors; supports cultural and economic diversity; and maintains outstanding quality of life.**

The groups next discussed creating the **Mission Statement** for the City. Five sets of great statements were offered, and the Council elected to merge all five into one Mission Statement for the City. **Provide responsible leadership that facilitates and supports the community vision to develop a high-quality environment.**

Core Values were discussed by each group, and six ideas were offered by each. The Council members ultimately chose Visionary, Safety, Integrity/Honesty, Fiscally Responsible, Aesthetics/Beautification, and Transparency/Open Communication.

The groups next discussed **Priorities**, and each group offered six ideas for consideration. The Council members ultimately chose Public Safety, hospital, attractive community, financial health, transportation, and economic development.

Mr. O'Rourke said a draft plan would be created, tested with the focus groups, and then brought to the Council for adoption. He said the plan would also be revisited every six months to keep the City on course. Once the draft plan was ready, a copy would be emailed to the focus groups for comments.

With nothing further, the meeting was adjourned at 11:30 A.M.


READ AND APPROVED this 23rd of July, 2020.

IN THE EVENT OF A CONFLICT BETWEEN THE FOREGOING MINUTES AND A VERBATIM TRANSCRIPT OF THESE MINUTES, THE FOREGOING MINUTES SHALL CONTROL.



Mayor

ATTEST:



Interim City Clerk