



Town of Lake Park
Priorities Workshop Meeting
Town Hall Commission Chambers
535 Park Avenue, Florida 33403
Wednesday, March 28, 2007 7:30 p.m.

The Town Commission met for the purpose of a Priorities Workshop Meeting on Wednesday, March 28, 2007 at 7:30 p.m., Present were Mayor Castro, Vice-Mayor Daly, Commissioners Balius, Carey, and Osterman, Town Manager Maria Davis, and Town Clerk Vivian Mendez.

Mayor Castro led the Pledge of Allegiance.
 Town Clerk Vivian Mendez performed the Roll Call.

ADDITIONS/DELETIONS/APPROVAL OF AGENDA
 Town Manager Priorities moved before Commission Priorities

Motion: A motion was made by Commissioner Balius to approve the agenda as modified; Vice-Mayor Daly made the second.

Vote on Motion:

Commission Member	Aye	Nay	Other
Commissioner Balius	X		
Commissioner Carey	X		
Commissioner Osterman	X		
Vice-Mayor Daly	X		
Mayor Castro	X		

Motion passed 5-0.

PRESENTATION (Exhibit "A")

2005 Commission Priorities and status of those projects: Town Manager Maria Davis stated that she reviewed the priorities from the last Priorities Workshop Meeting that took place in August 2005. She stated the following: Code Review re-write was accomplished and Comprehensive Plan re-write has not been accomplished. She was having difficulty finding what had been done to promote Park Ave. Some efforts have taken place to promote youth activities but she could not understand the depths of what the Commission was looking for and she could not give a status. Maintenance had been improved somewhat at the parks. Another priority was to develop a hometown atmosphere for the Town.

Town Manager Goals: Mayor Castro stated that the Commission set policies and goals for the town manager to achieve but there were no objectives set to be met by the former town managers.

- **Top Priority – Strategic Plan:** Town Manager Maria Davis stated that she wanted to present goals to the Commission for consideration and some of those goals would need funding and authorization. She stated that her number one top priority was to develop a strategic plan for the Town through a consultant. She explained that a strategic plan was a blueprint for the Town and that the Town did not currently have one. The strategic plan establishes a blueprint and vision of where the Town could be 5 to 20 years in the future. It also provides a procedure or guideline as to how to proceed with the Town's goals which dovetails with the budget. The Commission had a vision but no objectives were set. She explained that a consultant would come in and would establish goals for staff and the Commission. Priorities would be established year by year and facilitation would be established for those priorities. A strategic plan would be a business plan for the Town. The plan would be fluid and the priorities could be changed yearly. She stated that a strategic plan would require participation from staff and the Commission. She stated that she was amazed at how much had been accomplished in the Town considering the lack of consistency in town managers in the past five years.
- **Revenue Enhancements:** She stated that revenue enhancements was one of her goals, she planned to bring in the Florida League of Cities to review and analyze the Town's Revenue. Ken Small who is an expert in revenue enhancements has been invited and would be coming in April. She stated that she wanted to do an Ad Valorem Tax study. She stated that she wanted to feel secure that the Town was receiving its share of tax for each parcel within its boundaries. She stated that she had a situation a few years ago with another city where the tax revenue was given to another city for a block of parcels that was in the middle of the city. She stated that she wanted to make sure that the Town was receiving every dollar that it should be getting from the County regarding tax revenues.

Occupational License Business Tax Sweep Program: She stated that the Town reviewed business tax in the past but not on a consistent basis. She stated that sweeps would bring in a revenue stream.

Annexation: She stated that she was reviewing what was available for annexation and would bring back a request for approval to annex to the Commission.

- **Revenue Enhancements Cont'd – Marina:** She stated that she had a meeting with the Lake Park Harbor Marina Board. She stated that the marina could be an economic engine for the Town. Her vision for the marina would be to put a canopy over the patio, enhance revenues with beverage service such as beer and wine, food service, and improvement of merchandise selection. She stated the boat slip rental fees needed to be reviewed and in order to provide the best service, wireless internet should be provided. Additional pilings would be needed and the marina would need to be promoted via tournaments and festivals. She stated that she asked the Harbor Marina Advisory Board if they wanted a sleepy Lake Park Marina or a lively environment and it was unanimous that they wanted to see it come alive. She stated that it was something that could be accomplished within a year.

Mayor Castro stated that he agreed on almost everything that Ms. Davis presented. He stated that sweeps were done on the Business Tax issue and agreed that it should be continued. The Town was very proactive with annexation and previous commissioners went out and tried to sell

it to the western communities and it was a hard sell; they did not see the cost benefit. He agreed that the annexation should be addressed again. He agreed that there should be food and beverage service at the marina but there was an issue with parking. He talked to Palm Beach County and was informed that there were a lot of funds available. Former Town Manager Paul Carlisle was working with South Florida Yachts to create more of a marina village atmosphere and to give the Town more land as a partnership. He directed Town Manager Maria Davis to follow up on an e-mail he sent regarding 500 million in funds available. He stated that the Marina had tournaments in the past. He stated that the Harbor Marina Advisory Board needed to be more proactive in making tournaments happen. He stated that there were opportunities to make and the Town was not making them. He stated that the Town Manager Maria Davis' ideas were great and that they were ideas that the Town has started but never followed through with.

Town Manager Maria Davis stated that she recognized that there were initiatives in the past that had fizzled out and needed to be jump started again, especially the Marina since it could be an economic engine for the Town.

Vice-Mayor Daly asked for clarification on the status of the issues at the Marina.

Mayor Castro stated that the issues were not being worked on. He stated that Palm Beach County was wondering where Lake Park stood on the issues at the Marina.

Vice-Mayor Daly stated that the Commission needed to show interest and support for that project.

Mayor Castro stated that the County had shown great interest in the Lake Park Harbor Marina because it was one of the few areas that offer ramp service other than the County. He stated that it was a great opportunity.

Commissioner Balius stated that at his employment there was a 5, 10, and 20 year plan in which their budget was based. He agreed with having a strategic plan. He stated that Public Works Director Joseph Kroll landscaped the park at 2nd St. and Jasmine Dr. He stated that the Commission was too involved in everything in the past and there were issues that were overlooked at the Marina.

Town Manager Maria Davis stated that she was trying to be realistic with what could be accomplished at the Marina within a year.

Vice-Mayor Daly stated that the Commission needed to follow through on a plan with persistence.

Commissioner Carey stated that the Commission needed to take a course of action now.

Town Manager Maria Davis stated that it was perfect timing to do a priorities meeting and a consultant could be budgeted to do a strategic plan. She stated that her goal was to have a strategic plan within a year.

Mayor Castro stated that he would like to wait until July to see what the legislature did regarding taxes.

Town Manager Maria Davis stated that the Mayor had an excellent point and was being realistic but a strategic plan could still be initiated without identifying funds.

Mayor Castro stated that priorities may change significantly based upon what the legislature did and what the implications would be as it relates to the revenue base.

Commissioner Carey recommended making a plan without spending money.

Mayor Castro stated that the Town needed a plan but he did not want to hire a consultant until he knew what would happen with the tax issues.

Commissioner Carey stated that improvements could be made through grants and big business.

- **Enhance Communication with Residents:** Town Manager Maria Davis stated that another goal of hers was to enhance communication with residents. She gave examples such as mailers, parks and recreation program initiatives, publications, and hurricane preparation as information that could be provided to residents. She stated that informational packets which include information on trash pickup, history of the Town, and common code violations could be put together for new residents. She recommended a Town Services booklet which would provide important phone numbers. More information for Channel 18 needed to be identified.
- **Enhance Emergency Management Procedures:** She stated that she went over some of the Town's emergency management procedures and the Town had moved forward on some of the things she suggested. She found it extremely helpful to have a point of distribution for ice, water, and food right in the town so residents do not have to travel north or south to a point of distribution.
- **Enhance the Appearance of the Landscaping:** She stated that she was always for enhancing landscaping and would like to see medians and entrances enhanced with landscaping and flowers. She would like to see landscaping and flowers put in at 10th St., Park Ave, Kelsey Park, and the Marina.
- **Review Current Code for Clarity & Appropriateness:** She stated that the code was very ambiguous on what a commercial vehicle was. She recommended researching the code and making changes.
- **Improve Broadcasting Sound for Channel 18:** She would like to improve the sound for Channel 18.

Commission Priorities

Mayor Castro: stated that the one priority he would like to see addressed was the Twin City Mall site and the proposed project for that site as well as the issue at Earl Stewart Toyota.

Commissioner Balius: stated that the Town must be prepared with regards to the proposed project on the Twin City Mall site. He recommended budgeting items in the strategic plan. He stated that he would like to see a new Recreation Building or Emergency Operation Center for the Town.

Commissioner Carey: stated that his main concern was the Comprehensive Plan which would tie into what may happen in July with the tax issue.

Vice-Mayor Daly: stated that he spoke with Earl Stewart and residents of the 801 building. He stated that when sudden changes are made residents get frightened.

Commissioner Osterman: stated that the possibility of dispatch in the Police Department needed to be looked at. She stated that her other concerns were with Recreation. Facilities and programs need to be finalized this year. The Community Center and having an emergency facility was of great importance and outside sources of funding could be used. She stated that mailers could be cost prohibitive if the Town wanted to reduce the budget. She stated that the newsletter could be improved and better utilized. She agreed with proposal of development on U.S. Hwy One. Costs are going to continue to rise for services as well as salaries and there needs to be a plan for development so that there were additional funds coming in. She stated that she wanted to see movement on Park Ave. and the CRA. She would like to see Code Compliance become more proactive rather than reactive.

Town Manager Priorities

Mayor Castro asked if Code Compliance would be enforcing water restrictions.

Town Manager Maria Davis stated that Code Compliance would begin enforcing water restrictions on April 15, 2007.

Vice-Mayor Daly stated that there needed to be a plan regarding summer programs.

Town Manager Maria Davis stated that there was a plan for summer programs and that plan would be brought before the Commission at the next meeting on April 4, 2007.

Commission/Manager mutual development of goals and performance objectives for Town Manager

Mayor Castro stated that he did not have a chance to look at the material (see Exhibit "B") that was given him regarding the performance objectives for the Town Manager.

Town Manager Maria Davis stated that there was still time and a performance instrument did not need to be used until August.

Mayor Castro requested that the performance instrument topic be placed for discussion on the second Commission Meeting of April. He stated that he liked Town Manager Maria Davis' position on the priorities and asked her to incorporate the Commission's thoughts and bring back a status on those priorities annually.

Town Manager Maria Davis asked for the Commission's position on a strategic plan.

Mayor Castro stated that a strategic plan should be in place based upon what was discussed at the meeting and the plan should have resident input.

Town Manager Maria Davis stated that citizen's input is not initially needed to begin a strategic plan. Citizens' input is needed to adjust the plan. It is developed by staff and by the Commission and facilitated by a professional who knows how to develop a plan.

Mayor Castro recommended waiting until they know what the legislature was doing and to hold off on a strategic plan until July.

Commissioner Osterman asked how much it would cost to bring in a consultant.

Town Manager Maria Davis stated that a consultant would cost approximately \$30,000 to \$50,000.

Mayor Castro stated that he was not ready to bring in a consultant until he knew what was happening with legislation's stand on tax issues.

Commissioner Balius asked how a strategic plan would be presented to residents.

Commissioner Osterman stated that in her experience a strategic plan was a multi stage process involving many different entities.

Vice-Mayor Daly asked if Town Manager Maria Davis could start a plan without a consultant so that in July they would be ready to go.

Town Manager Maria Davis stated that she would not have enough time to develop a strategic plan.

Mayor Castro stated that Town Manager Maria Davis knew what the priorities were. He stated that the Comprehensive Plan was the Town's strategic plan.

Town Manager Maria Davis stated that the Comprehensive Plan was for land development.

Mayor Castro stated that the Comprehensive Plan was the strategic plan and that it encompassed capital and financial improvements.

Town Manager Maria Davis stated that she was hearing loud and clear that the Commission did not want a strategic plan and that she would do the best she could with the Commission's priorities. She stated that in order to properly guide the Town she would need a plan beyond the Comprehensive Plan.

Vice-Mayor Daly stated that he was not against a strategic plan.

Commissioner Osterman stated that the Town absolutely needed a strategic plan. She stated that spending money on a strategic plan at that point in time is a risky proposition because of the major shift in funding that would be happening and has not happened in the last century. She stated that she would be more comfortable waiting to see what direction the funding would take.

Town Manager Maria Davis stated that the Town could plan for the contingency of not having adequate funds to function, through a strategic plan.

Mayor Castro stated that the reason why the state legislature adopted the Growth Management Act in 1985 was to insure that everybody had a plan in place to implement a long range plan for municipal services. He stated that a strategic plan would be needed in the case of needing to adopt an amendment to the Comprehensive Plan.

Establishment of Performance Evaluation Instrument for Town Manager

Mayor Castro again stated that he did not have a chance to look at the material (see Exhibit "B") that was given him regarding the performance objectives for the Town Manager.

Commissioner Osterman stated that input would be needed from department heads for evaluating the Town Manager.

Town Manager Maria Davis stated that she would not have a problem with input from department heads on her evaluation if that is what the Commission wanted. She stated that the instrument was a draft and could be changed.

Commissioner Balius stated that he did not like the idea of Department Heads evaluating the Town Manager.

Public Comment Open:

None

Public Comment Closed.

Mayor Castro stated that he received a request from Palm Beach County asking for a letter of support for boat ramps and parking at Riviera Beach. He stated that he received a letter (see Exhibit "C") that was relative to obtaining a \$500,000.00 grant for boat ramps and parking.

Commissioner Carey asked if the item could be placed on the next agenda.

Mayor Castro explained that approximately 4 to 6 years ago a letter was written by Commissioner Paul Garretson supporting a Charter School. Since that time the Commission decided that no letters would go out on Town letterhead without the Commission's review and approval. He stated that he would like to support anything that the County was trying to do relative to the waterfront. He stated that Moroso Park was a piece of property located north of the Riviera Beach Marina and it was a piece of property the County purchased and would like to place three ramps, associated parking and a pavilion. He requested consensus on a letter of support from the Commission.

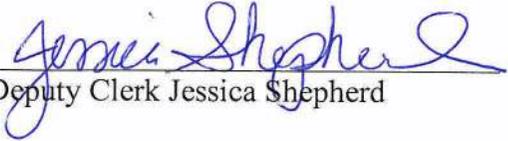
The Commission came to consensus on writing a letter of support for funding and improvements for Moroso Park.

ADJOURNMENT

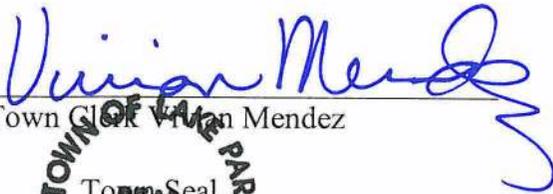
There being no further business to come before the Commission and after a motion to adjourn by Commissioner Balius and seconded by Vice-Mayor Daly, and by unanimous vote, the meeting adjourned at 8:38 p.m.



Mayor Paul Castro



Deputy Clerk Jessica Shepherd



Town Clerk Union Mendez



FLORIDA

Approved on this 18 of April, 2007.



**Commission
2005
Priorities**

GS/03/2005

**August 08, 2005
Priorities List**

Commission Priorities:

- 1. Code Review Rewrite**
- 2. Comprehensive Plan Rewrite**
- 3. Promote Downtown Park Ave.**
- 4. Promote Youth Activities**
- 5. Improve the Local Parks**
- 6. Develop a Hometown
Atmosphere for the Town**

TOWN MANAGER GOALS

March 28, 2007 through January 30, 2008

TOP PRIORITY

- 1. Develop a strategic plan for the Town through the assistance of a consultant**

2. Revenue Enhancements:

- . Florida League of Cities Review & Analysis of Revenue**
- . Ad Valorem Tax Study**
- . Occupational License (Business Tax) Sweep Program**
- . Annexation**

2. Revenue Enhancements: (continued)

Marina:

- Patio canopy**
- Beverage service**
- Food service**
- Improve merchandise selection**
- Review per foot slip rental fees**
- Provide wireless internet**
- Install pilings**
- Promote via tournaments, festivals, etc.**

3. Enhance Communication with Residents:

. Individual mailers to residents:

- Common code enforcement violations**
- Parks and recreation programs and initiatives**
- Hurricane preparation, etc.**
- Develop a new resident package with pertinent information relating to the town.**

3. Enhance Communication with Residents (continued):

- **Develop a Town Services Booklet**
- **Identify additional information to be placed on the website and Channel 18.**
- **Develop a questionnaire for residents to evaluate existing services and to make recommendations for improvements (strategic plan)**

4. Enhance Emergency Management Procedures:

- **Encourage County to establish the Town as a "point of distribution" for ice, water, food.**

5. Enhance the Appearance of the Landscaping:

- . Refurbish medians:
 - Park Avenue medians (6th to 10th Street).****
- . Install flowers on 10th Street, Park Avenue and Kelsey Park.**
- . Install flowers at the Marina**
- . Park maintenance.**

6. Review current Code for clarity & appropriateness to improve enforcement procedures

**7. Improve broadcasting sound for
Channel 18**

The Town of
Lake Park
Office of the Town Manager



MEMORANDUM

To: Honorable Mayor, Vice Mayor and Commission Members
From: Maria V. Davis, Town Manager *M. V. Davis*
Date: March 27, 2007
Subject: Town Manager Performance Evaluation Instrument

In order to comply with the Commission's desire to evaluate the performance of the Town Manager, I suggested that as part of the Commission's Priorities Meeting tomorrow evening, we mutually establish goals and performance objectives as required in Section 8 of my contract.

I have taken the liberty to provide you with a sample performance evaluation instrument to assist you in my six month evaluation to be scheduled on or before August 1, 2007. Rather than trying to absorb the instrument during the Priorities Meeting, I am sending it to you a day in advance so that you can review it and make any changes you wish at the meeting.

Attached is the performance evaluation for your perusal.

Attachment



Town of Lake Park

PERFORMANCE EVALUATION FORM

TOWN MANAGER

Each member of the Town Commission should complete this form, rating the Town Manager's performance in each of the areas noted below. The Manager's tasks are divided into five (5) categories and provides for the rating of each item in the category using the evaluation scale shown. Spaces are also provided for additional comments.

TOWN MANAGER

Evaluator

EVALUATION PERIOD

Date

EVALUATION SCALE

5	Outstanding	Consistently achieves and exceeds all standards/objectives of work performance.
4	Very Effective	Regularly meets and frequently exceeds standards of work performance.
3	Effective	Regularly meets standards of work performance.
2	Marginally Effective	Often fails to meet standards of work performance.
1	Ineffective	Clearly and consistently fails to meet standards of work performance.

1. MANAGEMENT STYLE/PROFESSIONAL SKILLS

- ___ Maintains open and informative communications with the City Commission
- ___ Knowledgeable of current developments affecting the local government management field.
- ___ Effectively implements and enforces Town policies and procedures
- ___ Demonstrates a capacity for innovation and creativity

1. MANAGEMENT STYLE/PROFESSIONAL SKILLS (Continued)

- ___ Anticipates problems and develops effective approaches for solving them.
- ___ Maintains a work atmosphere conducive to productivity and efficiency
- ___ Takes responsibility for staff actions.
- ___ Encourages department heads to make decisions within their own areas without the Town Manager's approval, yet maintains general control of operations
- ___ Motivates Town staff to work as a team and seek ways to be innovative and oriented toward effective problem solving
- ___ Properly controls the Town's operational and functional activities and motivates others to maximum performance
- ___ Effectively recruits professional staff

COMMENTS:

2. FISCAL MANAGEMENT

- ___ Possesses knowledge of governmental accounting/budget procedures
- ___ Prepares a balanced budget to provide services at a level directed by the Town Commission
- ___ Strives to make the best possible use of available funds, conscious of the need to operate the local government efficiently and effectively
- ___ Possesses awareness of the importance of financial planning and accounting controls through long-range fiscal forecasting
- ___ Utilizes effective negotiation with labor unions and in legal actions to minimize costs to the Town
- ___ Expenditures are made within budget limitations according to established policy

COMMENTS:

3. PERSONAL SKILLS/COMMUNICATIONS

- ___ Willing to commit time necessary to complete required tasks
- ___ Demonstrates high concern for ethical behavior
- ___ Skillful in verbal communication
- ___ Skillful in written communication
- ___ Informs the Commission of current issues and administrative developments
- ___ Encourages a positive attitude regarding the Town
- ___ Receptive to constructive criticism and advice
- ___ Manages stress effectively

COMMENTS:

4. RELATIONS WITH THE TOWN COMMISSION

- ___ Works with the Commission to establish annual goals and objectives and provides regular reports. Provides regular reports to the Commission on the status of Commission directives.
- ___ Carries out the directives of the Commission as a whole, rather than those of any one member
- ___ Assists the Commission in establishing policy, while acknowledging the ultimate authority of the Commission to set policy
- ___ Supports the action of the Commission after a decision has been reached, both inside and outside Town Hall
- ___ Offers workable revisions to the Commission for changes in policy when an existing policy or ordinance is impractical.

COMMENTS:

5. COMMUNITY RELATIONS

- ___ Effectively addresses and accommodates citizen complaints
- ___ Shows a sensitivity to and appreciation of diversity of the Town's population
- ___ Responsive to issues of both commercial and residential populations
- ___ Takes a "hands-on" approach when necessary
- ___ Maintains an effective working relationship with other local governments
- ___ Takes a diplomatic approach to problem solving
- ___ Projects a positive image on behalf of the Town of Lake Park
- ___ Provides management support to Town Boards

COMMENTS:

ADDITIONAL SUMMARY COMMENTS:

OVERALL RATING:

- | | |
|--------------------|--------------------------|
| 5 - Outstanding | 2 - Marginally Effective |
| 4 - Very Effective | 1 - Ineffective |
| 3 - Effective | |

EVALUATOR NAME

DATE

March 22, 2007

Mr. Dennis Eshleman, Director
Palm Beach County Parks and Recreation Department
2700 6th Avenue South
Lake Worth, Florida 33461

Dear Mr. Eshleman:

I am writing to express my support for Palm Beach County Board of County Commissioners, Florida Boating Improvement Program grant application to be used toward the development and construction costs related to Moroso Park in Riviera Beach.

Moroso Park will provide a greatly needed additional boat launching facility in close proximity to the Palm Beach Inlet and Atlantic Ocean. The existing ramps in proximity to the inlet are overcapacity and on a typical weekend or holiday are often full before midmorning. Moroso Park will help address this overcrowding problem.

In addition Moroso Park will serve residents of Palm Beach, Martin and Hendry Counties, as it is an ideal launching location for those wishing to travel to the Bahamas.

Sincerely,

XXXX,