

## Legislation Text

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**File #:** 18-0312, **Version:** 1

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### Summary

To: Town Commission  
From: Cathy DeKarz, Management Analyst  
Date: 11/7/2018

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**Subject:**  
Strategic Planning Update

### Summary:

The Town of Belleair and the Florida Institute of Government (FIOG) have been working together to kick off Belleair's strategic planning process for just over three weeks now. Below is an informational update on the project's progress and attached are (1) a tentative project timeline and (2) a flyer for the upcoming Community Forum.

**Previous Commission Action:** The Commission heard a kickoff presentation from Angela Crist and Rafael Montalvo from the FIOG at USF and UCF (respectively) at the Tuesday, October 16 Commission meeting.

**Background/Problem Discussion:** Per the attached timeline, staff and representatives from the FIOG have been working on the following project steps, which are explained below.

#### 1.1 Preliminary research and work plan design

Work on this step has included staff sitting down with the FIOG, putting together project timelines, and setting up kickoff dates. This step was completed in early-to-mid October.

#### 1.2 Kickoff and work plan refinement

The FIOG was on-site on Monday, October 15 to hold kickoff meetings with key staff members who will be involved in the project's success. Also, on October 16, FIOG representatives attended a meeting to kick off the project with the Commission.

#### 1.3 Individual/group stakeholder interviews

Over the past two weeks, FIOG representatives have been meeting with key residents and community partners to learn about Belleair from the individuals who know it best. These interviews are wrapping up now.

#### 1.4 Social media outreach

Town staff has set up a web page for the strategic planning process, which can be found at [www.townofbelleair.com/stratplan](http://www.townofbelleair.com/stratplan) <<http://www.townofbelleair.com/stratplan>>. Also, a Facebook event was created on October 25 for the upcoming Community Forum and a Twitter post was also sent out at

that time. Additional social media outreach will continue throughout the duration of the project, including Facebook, Twitter, and Nextdoor updates and an e-blast.

The next step for the strategic planning process is Community Forum I, which will be held on Wednesday, November 28 from 6:00 - 8:30 pm at the Dimmitt Community Center.

Discussion at the forum will focus on identifying those things about Belleair that residents treasure and want to preserve, as well as the community's hopes for the future. Attendees and the FIOG will also identify activities and opportunities for input over the coming months, including facilitated discussion groups, and a resident survey.

A second forum will also be held on Wednesday, January 9 from 6:00 - 8:30 pm at the Dimmitt Community Center.

Staff is also working with the FIOG to identify a date, time, and location for the facilitation of a resident input meeting regarding future plans for the bluff. We're tentatively looking for a December/January meeting date.

**Expenditure Challenges** N/A

**Financial Implications:** N/A

**Recommendation:** N/A

**Proposed Motion** N/A