



# Fort Myers Beach Town Council

**Council Chambers  
2525 Estero Blvd.  
Fort Myers Beach, FL 33931**

**Minutes**

**Tuesday, June 20, 2017**

**9:00 AM**

## **DRAFT**

### **I. CALL TO ORDER**

The meeting was called to order at 9:00 AM by Mayor Dennis Boback

#### **A. Roll Call**

*Members present: Mayor Boback, Vice Mayor Gore, Council Member Butcher, Council Member Cereceda and Council Member Shamp.*

### **II. WELCOME AND INTRODUCTIONS**

### **III. MEETING PURPOSE**

- Determine how much of the 2015 Strategic Plan was actionable
- Discuss future expectations
- Prepare a plan for next steps

### **IV. SESSION OBJECTIVES**

- Review material from first session
- Finalize mission and vision statement
- Discuss where we currently are and where we would like to be in the future
- Determine whether the 2015 document can be revised to meet needs
- Work on action plan

### **V. THE "MAIN THING" - WHAT IS OURS?**

- The Town of Fort Myers Beach is a unique and vibrant island beach community.
- The Town Council of Fort Myers Beach governs responsibly to ensure a unique and vibrant island beach community.

### **VI. DEFINING SUCCESS**

**a. What factors drive success for this group?**

Success at Town of FMB (list)

**b. What will we need to be successful?**

Core Focus Areas (list)

## **VII. OUR STRENGTHS, CHALLENGES, OPPORTUNITIES, THREATS**

Council Member Butcher discussed the frustration of people assuming that the Town of Fort Myers Beach was in Fort Myers. He suggested changing the name. Other Council Members relayed similar experiences. Consensus was reached to add the name of Fort Myers Beach as a challenge.

## **VIII. REVIEWING OUR STRATEGIC PLAN - PART 1**

**a. Where are we today?**

**b. Why?**

## **IX. REVIEWING OUR STRATEGIC PLAN - PART 2**

### **QUALITY OF LIFE**

**1. Clean, Safe, Orderly Neighborhoods**

- A. Short-term rentals
- B. Property Maintenance - Clutter (Boats, cars, lawn, etc.)
- C. Beach/Bay Policy for ends of streets
- D. Commercial docks and residential canals

**2. Transportation**

- A. Traffic Flow
  - i. Left Turns
  - ii. Open Center Street
  - iii. One-way Fifth Street
- B. Comprehensive Parking Plan
- C. Intermodal Transport
  - i. Bikes
  - ii. Sidewalks
  - iii. Trolleys

### **FINANCIAL VIABILITY AND STRENGTH**

- 1. Subsidization of Parks and Cultural Resources (Mound House, Newton House, Bay Oaks, Pool, Mooring Field)
- 2. Payroll Budget - Control Salaries and Benefits
- 3. Capital Improvement Plan (CIP)
- 4. Reserves
- 5. Alternative Funding Sources

### **ASSET ENHANCEMENT AND PROTECTION**

- 1. Potable water system
- 2. Storm water
- 3. Times Square
- 4. Landscape and streetscape enhancements

5. Beach and shoreline management/Water quality
6. Bayfront Square
7. Heart of Island Civic Center
8. Welcoming Gateways at both ends of the island
9. Protection and enhancement of Mound House, Newton House, Bay Oaks, Pool, Mooring Field)
10. Town Hall enhancements

**MANAGING CHANGE**

1. Mechanism for interpretation and policy direction from Town Council
2. Review and update mission and policies of Community Development
3. Post-disaster reconstruction ordinance
4. FEMA Mapping and CRS Rating
5. Managing our infrastructure projects

**GATHERING AND USING FEEDBACK**

1. Enhance the Town's informational outreach
2. Collect feedback at point of service locations
3. Use feedback when making decisions and reviewing goals
4. Annual Survey
5. Effectively use technology where applicable

**a. Progress**

**b. Changes**

**c. Expectations**

**X. NEXT STEPS**

Short-Term Goals:

- Develop administrative code for short-term rentals by December, 2017
- Adopt by vote of Council by January 31, 2018
- Implementation by December 31, 2018

**XI. SUMMARY - SESSION OUTCOMES AND EXPECTATIONS**

Categories were assigned as follows:

Mayor Boback - TRANSPORTATION

Vice Mayor Gore – MANAGING CHANGE

Council Member Butcher – ASSET ENHANCEMENT AND PROTECTION

Council Member Cereceda – GATHERING AND USING FEEDBACK

Council Member Champ – QUALITY OF LIFE #1 – Clean, Safe, Orderly Neighborhoods

Town Manager Hernstadt – FINANCIAL VIABILITY AND STRENGTH

Development of above categories to be submitted to the Town Clerk by August 7, 2017.

**ADJOURNMENT:** 2:55 pm