



CITY OF COCONUT CREEK PUBLIC INPUT MEETING MINUTES Vision 2030 Strategic Plan

**Government Center
4800 W. Copans Road
Coconut Creek, Florida**

**Date: April 28, 2021
Time: 5:30 p.m.
Location: Virtual Meeting**

1. WELCOME AND OPENING REMARKS

Sheryl Trent, SBrand Solutions LLC consulting, opened the meeting at 5:30 p.m.

Ms. Trent explained that Governor Ron DeSantis' Executive Order 20-52, as continuously extended, and Section 252.38, Florida Statutes, authorized all local governments to waive procedures and formalities otherwise required by both state and local law as necessary to allow local governments to continue to perform public work and take whatever prudent action is necessary to ensure the health, safety, and welfare of the community. She explained the procedures for public participation and comment for the meeting.

Mayor Rebecca A. Tooley welcomed those in attendance and thanked the residents for helping the City to plan for 2030.

Ms. Trent introduced the City Commission and staff members present, including:

Mayor Rebecca A. Tooley
Vice Mayor Joshua Rydell
Commissioner Jacqueline Railey
Commissioner Sandra L. Welch
City Manager Karen Brooks
Deputy City Manager Sheila Rose
Assistant to the City Manager Bernadette Hughes
Community Relations Director Yvonne Lopez
Budget/Grants Manager Kisha Holland
Parks and Recreations Director Wayne Tobey

2. DISCUSSION – VISION 2030 STRATEGIC PLAN

Ms. Trent shared a *PowerPoint* presentation reviewing the City's draft strategic plan. She opened by explaining the concept of strategic planning and the approach taken, then briefly reviewed the four (4) phases of the process.

Ms. Trent continued presenting the results of the input gathered through the strategic planning process. She showed the illustrated representation of Coconut Creek's Vision 2030 created by visual artist Alece Birnbach. Ms. Trent shared the draft Vision Statement, which was crafted through the strategic planning process: "Coconut Creek is an innovative, inclusive and progressive community with a small town personal touch." She shared the draft Mission Statement: "To provide exceptional, responsive and sustainable services for the Coconut Creek community."

Ms. Trent discussed the five (5) key areas of focus identified through the strategic planning process, including:

- Safety/Quality of Life
- High Performance Government
- Adaptable Progressive Mobility
- Smart Growth
- Sustainable Environment

Ms. Trent identified strategic goals under each area of focus and shared adaptive strategies designed to pivot to the changing needs of the community.

3. PUBLIC INPUT AND QUESTIONS

Resident Sara Ricardez asked questions about prioritizing the messaging surrounding recycling and trash in the community. Ms. Trent pointed to green initiatives within the strategic plan and asked staff to follow up with Ms. Ricardez.

Ms. Trent reviewed the arts, culture, and activities. She noted surveys had found an amphitheater was heavily on the community's mind and discussed other arts and cultural ideas that had been identified.

Resident Piper Weber asked the number of residents that had been involved in the strategic planning process. She expressed concern that the diversity of the community was not being represented through the process. Ms. Trent explained engagement through the Butterfly Festival, 789 responses to the survey, one-on-one interviews, the Vision 2030 Advisory Group, and two (2) public input meetings. She stated the exact number of residents involved was unknown. Discussion ensued regarding the engagement of the community.

Resident Ron Aronson asked if there had been interaction with Broward County through the Vision 2030 process. Ms. Trent responded briefly.

Resident Luz Ramirez asked when the specific details would be discussed, specifically as related to sustainability items such as composting sites, invasive species, and community gardens. Ms. Trent explained the next steps in the process.

Deputy City Manager Sheila Rose pointed Ms. Ramirez toward the City's Green Plan and noted that the comments were well taken and should be addressed in that foundational document. She responded to questions regarding edible plants along the City's greenways and a virtual option for greenways mapping.

Community Relations Director Yvonne Lopez shared ways to receive information from the City, including social media and newsletters.

Discussion ensued about the MainStreet project, and Vice Mayor Rydell stated there would be a City Commission Workshop on the topic coming soon. He noted the meeting information would be shared widely once the date was set.

Resident Connie Finley asked if this was the first long-term strategic plan the City had undertaken. Mayor Tooley responded this was the fourth plan, and noted it was a process that took place every 10 years. Commissioner Welch pointed out the Vision 2020 plan was currently being used in the annual budget process.

Mayor Tooley stated the City Commission met on the second and fourth Thursday of the month and encouraged residents to attend or listen to the meetings to stay engaged. Discussion continued regarding smart growth, continuing development, and partnership opportunities in the community.

Ms. Trent repeated her review of the strategic goals under each area of focus. She read suggestions in the Zoom chat regarding engagement of Homeowners Associations, and shared work and “maker” spaces.

Connie Finley thanked City staff for the thorough nature of the Citizens Academy and encouraged other residents to take part.

Community Relations Director Yvonne Lopez thanked everyone for their input and stated she was always looking for ideas for CreekTV and the website.

Parks and Recreation Director Wayne Tobey stated Parks and Recreation would be designing a Lakeside Park expansion and encouraged those who live in that part of the City to watch for community meetings to be announced soon.

Deputy City Manager Sheila Rose noted it was nice to see expanded participation and thanked everyone in attendance.

City Manager Karen Brooks thanked those in attendance for the feedback and stated ideas shared would be incorporated into the proposed budget to the City Commission.

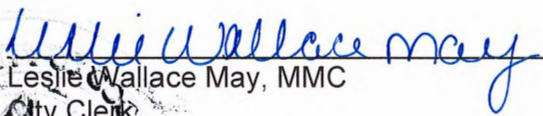
Commissioner Railey stated she was thrilled by the resident participation. She added that the City Commission could not serve properly without knowing the wants and needs of the public.

Commissioner Welch thanked the residents for being actively engaged in the process. She invited continued input.

Mayor Tooley stated she had enjoyed the meeting and encouraged residents to share their feedback if they saw her in public.

4. ADJOURNMENT

The meeting was adjourned at 7:04 p.m.


Leslie Wallace May, MMC
City Clerk

5/27/2021
Date

