



STAFF REPORT

Regular Commission Meeting

May 23, 2024

To: Elected Officials

From: Dale L. Martin, City Manager

Date: May 23, 2024

Item Name: Resolution 2024-29, a Resolution of the City of Flagler Beach, Florida, officially adopting the 2024 One-Year Goals of the Flagler Beach City Commission as determined at its 2024 Strategic Session; providing for conflict and an effective date.

Background: At the April 17, 2024, Strategic Planning Session, the City's Vision Statement was re-affirmed and a series of One-Year Goals were determined.

2032 Vision Statement

Flagler Beach is a diverse coastal community committed to enhancing our quality of life by:

- Preserving our environment as a community asset.
- Maintaining our old Florida heritage and small-town charm.
- Providing a safe, healthy, and clean environment.
- Supporting the development of local business to provide services to residents.
- Promoting and supporting eco-tourism through our natural resources.
- Providing opportunities for education, culture and recreation.

After extensive discussion, the following One-Year Goals were established in priority order (anticipated completion date: March 31, 2025):

- Break ground on the Wastewater Treatment Plant.
- Implement stormwater recommendations as presented by consultant (McKim & Creed).
- Adopt revised Land Development Regulations.
- Recruit and retain full staffing as indicated on the City's Organizational Chart.
- Complete a Public Asset Assessment: Parks- assess condition and construct improvements; Buildings- assess key facilities (Maintenance, Utilities, Public Safety, City Hall, Wickline campus)
- Prepare a dune walkover maintenance and replacement plan.

Additionally, several longer-term goals were identified for consideration:

- Completion of new community facilities (Pier, Wastewater Treatment Plant, City Hall) and Veranda Bay annexation.
- Enhanced community events, public spaces, pedestrian circulation, community cleanliness ("sparkle"), code enforcement, and redevelopment opportunities.
- Improved utility (water, wastewater, stormwater) infrastructure, business opportunities, vehicular circulation/parking.

Fiscal Impact: The costs to attain the One-Year Goals identified by the City Commission will make use of funds included within the current Fiscal Year 2023/2024 budget or within the proposed Fiscal Year 2024/2025 budget.

Staff Recommendation: Staff recommends adoption of Resolution 2024-29.

Attachments: Resolution 2024-29 (incl. Exhibit A)

RESOLUTION 2024-29

Resolution 2024-29, a Resolution of the City of Flagler Beach, Florida, officially adopting the 2024 One-Year Goals of the Flagler Beach City Commission as determined at its 2024 Strategic Session; providing for conflict and an effective date.

WHEREAS, the City Commission, at its 2024 Strategic Planning Session, reaffirmed the City's 2032 Vision Statement:

2032 Vision Statement

Flagler Beach is a diverse coastal community committed to enhancing our quality of life by:

- Preserving our environment as a community asset.
- Maintaining our old Florida heritage and small-town charm.
- Providing a safe, healthy, and clean environment.
- Supporting the development of local business to provide services to residents.
- Promoting and supporting eco-tourism through our natural resources.
- Providing opportunities for education, culture and recreation;

and,

WHEREAS, following the affirmation of the 2032 Vision Statement and extensive discussion (see Exhibit A), the City Commission offered, considered, and prioritized a series on One-Year Goals and additional future desires and opportunities.

NOW THEREFORE BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF FLAGLER BEACH, AS FOLLOWS:

SECTION 1. The City of Flagler Beach 2032 Vision Statement is re-affirmed.

SECTION 2. The following One-Year Goals (expected completion date: March 31, 2025) are presented to the community and City staff:

- Break ground on the Wastewater Treatment Plant.
- Implement stormwater recommendations as presented by consultant (McKim & Creed).
- Adopt revised Land Development Regulations.
- Recruit and retain full staffing as indicated on the City's Organizational Chart.
- Complete a Public Asset Assessment: Parks- assess condition and construct improvements; Buildings- assess key facilities (Maintenance, Utilities, Public Safety, City Hall, Wickline campus)
- Prepare a dune walkover maintenance and replacement plan.

SECTION 3. All resolutions or parts of resolutions in conflict herewith be and the same are hereby repealed.

SECTION 4. This Resolution shall become effective immediately upon passage as provided by law.

PASSED AND ADOPTED THIS _____ DAY OF MAY, 2024.

CITY OF FLAGLER BEACH, FLORIDA
CITY COMMISSION

ATTEST:

Patti King, Mayor

Penny Overstreet, City Clerk

Words to describe Flagler Beach

- Quirky
- Eclectic
- Fun
- Relaxing
- Friendly
- Coastal
- Smallish
- Diverse
- Uplifting
- Unique
- Challenge
- Authentic
- Tasteful
- Peaceful
- Beachy
- Closely-connected
- Destination
- Entertaining
- Caring
- Glowing
- Growing
- Fearful
- Quiet
- Beautiful
- Safe

What does the city do well?

- Maintain small town feel
- Responsive
- Strong community
- Resilient
- Community Voice
- Public service
- Effecttiveefficient resource
- Live well
- Quality responses
- Funky
- Individualistic
- Building/Architecture
- Noncommercialized/local business
- Invest in local business
- Resistant to change
- Full service/self-sufficient

Why move to Flagler Beach?

- Beach access
- Maintain old Florida
- Mayberry by the beach
- Safe peaceful neighborhoods

1. Preserving the environment as a community asset

What does this mean to you?

- Clean air, beach, water, and streets
- Manage development according to culture
- Upgrading infrastructure
- Maintaining and protecting with smart growth
- Protecting beach, dunes, A1A

What has the city achieved in the last 2 years?

- Innovative recycling
- Nonsmoking beach
- No releasing balloons
- Beach protection
- Road repairs
- Dodge the Dune
- New aligned city manager
- Implementation of CIP

What would you like to see in the next 5 years?

- New pier
- Beach renourishment
- New wastewater treatment plant
- Stormwater management
- A1A road enhancements (state)
- Better intergovernmental relationships
- Managing growth
- Suntrail system
- Flood mitigations
- New city hall
- Enhanced internal policies, processes
- Operational support for growth
- Land development regulation

What would you like to see in the next year?

- Successful annexation
- Successful wastewater treatment plant (groundbreaking)
- Comprehensive parking plan
- Don't litter campaign plan
- Water reuse exploration
- Review of vulnerability assessment

2. Maintaining old Florida heritage

What does this mean to you?

- Building diversity
- Building renovations with sparkle
- Community events
- Community Heritage
- Community cohesion and culture
- Smart development
- Community outreach and engagement
- Beautification
- Pride and ownership

What has the city achieved in the last 2 years?

- Pier planning
- CRA revitalization
- Refurbished park
- Beachy
- Enhanced infrastructure for stability
- Historic preservation
- Enhanced community events

What would you like to see in the next 5 years?

- Uniform downtown/throughout city (sparkle)
- Public spaces for public gatherings
- Better maintenance/upkeep (consistent)
- Stronger Code enforcement and planning
- Review of Land Development Regulations and setbacks
- CRA pedestrian-friendly
- Stronger relationship between staff and boards

What would you like to see in the next year?

- New Land development regulations
- Comprehensive plan amendment
- Downtown playbook program
- Ensure community events continue
- Draft plans for parks and parking
- Blowout centennial celebration plan
- Approved 5-year CIP
- Fully staffed

3. Providing a safe, healthy, and clean environment

What does this mean to you?

- Infrastructure
- Clean construction sites
- Elected support of police, fire, sanitation, and Maintenance (financial resources to match growth and need)
- Traffic flow throughout the city
- Flood mitigation

What has the city achieved in the last 2 years?

- Infrastructure maintenance
- Funding for flood damage
- Hired flood consultants
- State-funded vulnerability assessment
- Won grants
- Stormwater valve replacement
- Water meter replacements
- Public works investments

What would you like to see in the next 5 years?

- Wastewater treatment plant completed
- Redundant waterline
- Moving towards water reclaim
- Water reuse program
- Renourished beach
- Complete parking and traffic flow plan
- Comprehensive pedestrian plan

What would you like to see in the next year?

- All parks are updated and safe
- 25 mph speed limit implemented
- Prioritize and plan rehab of wastewater system
- Prioritize and plan the water management system
- Full-time engineer and planner hired
- Formal plan for maintenance of city assets

4. Supporting the development of local businesses to provide services to residents

What does this mean to you?

- Diversity of local businesses
- Walkable business community
- Strong partnership with local business groups
- Joint marketing (public-private)
- Increased financial support through public/private grants
- Cityled redevelopment group for ST 100 and a1a corridor

What has the city achieved in the last 2 years?

- Planned for future commercial growth
- Approved grants for local businesses
- Increased organic local business pride
- Coordinated public workshops to help local businesses

What would you like to see in the next 5 years?

- More walkable community
- Increased business opportunities through annexation
- Commercial corridor redevelopment group (st 100 and a1a)
- Economic incentives plan
- Continued CRA grant program

What would you like to see in the next year?

- Complete annexation
- Process for higher levels of local business engagement (legislation)
- Business involvement in the CRA (advisory board)

5. Promoting and supporting ecotourism through our natural resources

What does this mean to you?

- Creation/maintaining access to waterways and trail
- Fishing, boating, bird watching, etc.
- Park usage for environmental access
- Public fitness
- Competitive park system (usable)
- Public infrastructure for eco-tourism
- Suntrail system

What has the city achieved in the last 2 years?

- Suntrail application submitted
- Grant application submitted
- Pier project plan
- Beach renourishment planning
- Pal Parker Park and Veterans Park improvements
- Partnership with tourist group
- State investment with state park

What would you like to see in the next 5 years?

- Receive sun trail grant
- Residgn street to multimodel
- New pier
- P3 with Marina for Public benefit
- Expanded recreation through grant funding
- What would you like to see in the next year?

What would you like to see in the next year?

- Passive park under bridge
- Progressive maintenance of parks
- Parks plan from the parks committee
- Beach walkover action plan
- ADA walkover
- Identify opportunities for the Intracoastal (ex. Dredging)
- Boardwalk grant application completed

6. Providing opportunities for education, culture, and recreation

What does this mean to you?

- Planning for future generations
- Youth programs
- Education on local heritage
- Centennial celebration
- Historic designation program
- Vibrant art scene

What has the city achieved in the last 2 years?

- City accepted into the downtown playbook program
- Citizens academy
- Social media outreach
- Flagler creates and rotary fountain redo
- Website redesign
- Staff training
- Weekly highlights

What would you like to see in the next 5 years?

- Local points of interest map for pedestrians
- More youth programs
- Revised events policy and procedure (city sponsorships)
- Event sponsorships
- Use of pier/promenade for events

What would you like to see in the next year?

- Implement playbook program
- Blowout centennial celebration
- Points of interest group established to identify points of interest with community outreach
- Communication plan
- Marketing plan

1-year priorities

- Groundbreaking of wastewater treatment plant
 - Contractor mobilization
- Stormwater Master Plan (action plan)
 - Finalized plan for vote
- Land development regulation completed
 - Passed land development regulation
- Fully staffed
 - Full staff budgeted positions
 - Parks and capital assessments
 - Parks assessed and implemented, buildings assessed
 - Beach Dune walkover replacement/maintenance plan
 - Finalized plan to vote