

James E. Karas, Community Marine and Water Resource Planning
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Dear Manager Dyess, Honorable Mayor and Council,

I gravitated toward a strategic plan specialty in the last third of my 35-plus year public and private sector career to deliver more focus, consensus, and savings to coastal and inland communities large and small.

Continuity and **focus** are highly valued, especially recognizing municipalities' many competing and changing desires, election and staff changes, and other local government dynamics. It's no surprise that the ancient art of strategic planning is a recognized municipal management best practice, since it enables creative visioning followed by ranking priority goals and then smart strategies.

Next, seeking **consensus** is sought through patient community engagement, one-on-one interviews, visioning, and strategies using a time-tested, unique group facilitation method. (The Goal Setting already completed in May is a good start.)

The ultimate outcome is striving for financial **savings** through organizational efficiency and consistent leadership. Devoting staff, funding, and other resources to the focused priorities means tangible and measurable success. Difficult as it can be, the favored strategic recipe for success is choosing the fewest high priority actions to do thoroughly and well, instead of trying too many things which are ever-changing and turn out "half-baked."

I welcome the opportunity to put my talents to work for you. My various career successes have led to my referrals by the Florida League of Cities University as a "go to" strategic planning consultant. Along with resume, two work examples are attached as requested.

Also attached is a first draft proposal with scope of work. The schedule and scope are open to refinement; dollar figures are estimated budget not to exceed. Regarding format:

- Typically, clients desire a "nuts and bolts" Strategic Plan document usable mostly for staff direction, work planning and budgeting.
- If a more public-friendly document with enhanced graphics is desired, depending on budget I have worked with clients' in-house staff or partner graphics specialists.
- Other formats, for example the Jupiter Strategic Plan, closely parallel my typical final presentation in PowerPoint format (Task 4).
- Having lived President Eisenhower's old saying "Plans are nothing. Planning is everything," I strive to deliver a plan owned by the community and staff – so its final format is only one of other vital dimensions.

Sincerely,



James E. Karas

Attachments:

A. Resume. References available upon request.

B. Proposal draft.

C. Work Examples:

1. Indiantown Strategic Plan. Indiantown was a multi-year, continuing client from its incorporation until 2023.

2. Stuart Strategic Plan. Stuart has been a continuing client dating back to its prior Plan (adopted in 2013). The final draft produced is attached as requested, while the final published Plan is available through hyperlink here: [Stuart Adopted Strategic Plan](#).



Community, Marine & Water Resource Planning
Advocacy, Facilitation & Conflict Resolution