

RESOLUTION 2018-08

A RESOLUTION OF THE BOARD OF COMMISSIONERS FOR THE CITY OF MADEIRA BEACH, PINELLAS COUNTY, FLORIDA. ESTABLISHING A CITY MISSION AND VISION STATEMENT, AS WELL AS ORGANIZATIONAL VALUES AND GOALS AND OBJECTIVES, INTENDED TO SERVE AS THE CITY'S GUIDING IDEOLOGIES AS TO HOW GOVERNMENT IN THE CITY OF MADEIRA BEACH SHALL OPERATE.

Whereas, the Board of Commissioners has effectively conducted two strategic planning retreats, with the sole intention of formulating a set of ideologies and objectives to move the city forward; these conversations commenced in the fall of 2017, the first week of April 2018;

Whereas, the Board of Commissioners and senior staff worked with members of the public to identify core characteristics and attributes for purposes of developing a mission statement; the statement reflects the eclectic mix of the city's housing and business stock while addressing economic responsibility and environmental stewardship;

Whereas, the mission statement is as follows: *"Madeira Beach, a Gulf Coast barrier island community, provides exceptional services to our residents, businesses, and visitors in a manner consistent with the eclectic nature of our city. We celebrate a quality of life enjoyed by all";*

Whereas, the success of the retreat continued, as all parties involved were able to create a vision statement, which is as follows: *"Madeira Beach, gateway to the Gulf, is a welcoming, livable community dedicated to the preservation of our pristine natural beaches and our eclectic neighborhoods which create a unique sense of place for all";*

Whereas, the recommendation of the Board of Commissioners provided for additional direction in establishing key organizational values and their respective definitions; this perspective will be utilized in the employee recruitment and selection process, as well as in the evaluation of existing personnel. The organizational values are as follows:

Public Trust – *We believe that honesty and integrity are the foundation of all constructive relationships and the basis of public trust. We will ensure that there is thorough ethical behavior and decision making.*

Safety – *We value safety by promoting a healthy environment, infrastructure, and lifestyle for the community.*

Transparency – *We will protect and preserve open and honest governance to maintain the public's trust and confidence.*

Teamwork – *We are committed to working together, embracing diversity and inclusion to best serve one another and the public.*

Accountability – *We define accountability as taking ownership and responsibility for the outcomes of our decisions, actions, and management of our resources.*

Professionalism – *Professionalism is dedication to excellence through integrity, requiring careful analysis of issues, free of personal biases, with a commitment to the organization and the community.*

Respect – *We value all viewpoints and opinions and treat each other with courtesy and respect.*

Whereas, the Board of Commissioners, selected by consensus direction furnished through the elected officials by a majority of the Board with the intention of ensuring that these goals and objectives play a significant role in the annual budget process. The Madeira Beach goals and objectives are as follows:

- **GOAL – HUMAN CAPITAL**
 - *Provide a training and development program for staff, advisory boards, and elected officials – orientation, etc. (Objective)*
- **GOAL – INTERNAL AND EXTERNAL COMMUNICATION**
 - *Develop a marketing and communication plan with a variety of methods for increased two-way communication with residents and businesses. (Objective)*
- **GOAL – GROWTH MANAGEMENT**
 - *Update the comprehensive plan. (Objective)*
 - *Review and update Land Development Regulations and special area plans. (Objective)*
- **GOAL – FINANCIAL SUSTAINABILITY**
 - *Develop a long-term financial management plan including reserves, revenues & expenditures, investment strategies, debt management, etc. (Objective)*
- **GOAL – TRANSPORTATION/MOBILITY**
 - *Develop a city-wide mobility plan – include sidewalks, trolleys, a water taxi, trails, etc. (Objective)*

Therefore, be it resolved:

The CITY OF MADEIRA BEACH BOARD OF COMMISSIONERS THAT THIS RESOLUTION SHALL TAKE EFFECT UPON ITS PASSAGE AND APPROVAL BY THE BOARD OF COMMISSIONERS .

INTRODUCED AND ADOPTED BY THE BOARD OF COMMISSIONERS OF THE

CITY OF MADEIRA BEACH, This 12th **day of** June, 2018.

Maggi Black
Maggi Black, Mayor

ATTEST:

Clara VanBlargan
Clara VanBlargan, City Clerk

