

# CITY OF WESTLAKE



## MINUTES

### **City Council Strategic Workshop**

Friday, June 20, 2025, at 9:00 AM

The Lodge at Westlake Adventure  
Park 5490 Kingfisher Blvd.  
Westlake, Florida 33470

### **CITY COUNCIL:**

JohnPaul O'Connor, Mayor  
Greg Langowski, Vice Mayor  
Gary Werner, Council Member – Seat 1  
Eric Gleason, Council Member – Seat 2  
Charlotte Leonard, Council Member – Seat 3

### **CITY STAFF:**

Ken Cassel, City Manager  
Zoie P. Burgess, CMC, City Clerk  
Donald J. Doody, Esq., City Attorney  
Osniel Leon, AICP, Planning and Zoning  
Suzanne Dombrowski, P.E., ENV SP, Engineering

Day one of a two-day strategic planning workshop by the City Council of the City of Westlake was held on Friday, June 20, 2025, at 9:00 AM., at The Lodge at Westlake Adventure Park, 5490 Kingfisher Blvd.

### **CALL TO ORDER**

Mayor O'Connor called the City Council Workshop Day 1 meeting of Friday, June 20, 2025, to order at 9:10 AM.

### **ROLL CALL**

Present and constituting a quorum:

Councilman Werner  
Councilman Gleason  
Councilwoman Leonard  
Vice Mayor Langowski  
Mayor O'Connor

Also present:

Kenneth Cassel, City Manager  
Sean M. Swartz, Esq., City Attorney  
Zoie Burgess, CMC City Clerk  
Odet Izquierdo, City Deputy Clerk

### **PLEDGE OF ALLEGIANCE**

Mayor O'Connor led the pledge of Allegiance.

### **STRATEGIC PLANNING WORKSHOP- Facilitated by Dr. Dale Sugerman**

#### **A. Introduction of Purpose of Strategic Planning Workshop**

- Strategic planning elements and process
- Strategic thinking vs. strategic planning

Dr. Sugerman opened the session with an overview of the purpose and structure of the strategic planning process. Key distinctions were made between:

- Strategic Thinking: The long-term, visionary approach to identifying possibilities and potential outcomes.
- Strategic Planning: A structured process to translate that thinking into actionable goals, policies, and initiatives.

#### **B. Environmental Scan Data and Information**

A comprehensive environmental scan was presented to the group. The presentation covered several key areas such as:

- Current demographic trends, including changes in population and ongoing housing growth
- An overview of the City's fiscal outlook, highlighting budget increases and efforts to diversify revenue sources

- Public safety statistics, infrastructure needs, and the City's ability to deliver essential services
- Updates on major development activity and important planning considerations moving forward

#### C. Summary of Engagement Themes

- Review interview themes from city leaders
- Review input from the community

Dr. Sugerman provided a summary of feedback gathered through interviews with City Council and input received from the community.

- City Council Interviews: Key themes that emerged included the need for smart communication, managed growth; a commitment to transparency; improving operational efficiency; and a strong focus on long-term strategic planning.
- Community Input: Residents expressed a clear desire for the development of a Town Center, improved digital communication tools such as a mobile app or updated website, increased public safety measures, and targeted investments in infrastructure.

#### D. Development of a City Vision

Council then collaborated to finalize a shared vision statement to guide the City's growth and identity over the next 5–10 years:

*"Westlake will be a thriving, inclusive, and sustainable city where innovation flourishes, safety is foundational, and a place residents are proud to call home now and for generations to come."*

The vision reflects core themes of sustainability, innovation, inclusivity, and civic pride.

#### E. Development of a City Mission

A mission statement was crafted to express how the City will pursue its vision through operational leadership:

*"The City of Westlake is committed to building a safe, inclusive and sustainable community by thoughtfully guiding growth, prioritizing public safety and enhancing quality of life by demonstrating responsive leadership."*

#### F. Development of City Core Values

As part of a workshop exercise, the City Council guided by Dr. Sugerman worked together to identify and refine a set of core values to serve as the foundation for the City's culture. These values are intended to guide staff behavior, decision-making, leadership, and to support the City's mission, vision, and long-term goals.

Following the discussion the Council formally adopted the following six Core Values:

1. **Integrity** – Committing to honesty, fairness, and consistency in all actions and decisions.
2. **Ethical Behavior** – Maintaining the highest standards of professional and moral conduct.
3. **Stewardship** – Managing public resources responsibly with future generations in mind.

4. **Safety** – Promoting the health, security, and well-being of residents, staff, and visitors.
5. **Accountability & Transparency** – Ensuring open communication, responsiveness, and clarity in government operations.

**PUBLIC COMMENTS/FEEDBACK:** Public Comments will be limited to Day-2 of the Strategic Planning Workshop. A public comment section has been designated at the end of the Workshop, where speakers will be limited to 1, 3-minute comment.

### **ADJOURNMENT**

There being no further business, Mayor O'Connor adjourned the meeting at 3:54 PM.

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Zoie P. Burgess, CMC City Clerk

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JohnPaul O'Connor, Mayor