



**AUGUST 14, 2012
WORK SESSION
TOWN OF OCEAN CITY**

ATTENDANCE: Mayor Rick Meehan, Council President James S. Hall, Council Secretary Lloyd Martin, Council Members Margaret Pillas, Mary Knight, Doug Cymek, Joe Hall and Brent Ashley, City Manager David Recor, City Solicitor Guy Ayres, City Engineer Terry McGeane, Internal Auditor Susan Childs, Private Events Director John Sullivan, Tourism & Marketing Director Donna Abbott, Public Works Maintenance Manager John Van Fossen, Public Works Director Hal Adkins, General Services Director Joe Sobczak, City Clerk Kelly Allmond, Members of the Press and Interested Parties.

1. Council President Jim Hall called this Work Session to order at 12:00 p.m., in the Council Chambers of City Hall, 301 Baltimore Avenue, Ocean City, Maryland 21842; then **Council Secretary Lloyd Martin moved to convene into closed session to: (1) consult with counsel to obtain legal advice; (2) discuss a matter directly related to a negotiation strategy or the contents of a bid or proposal if public discussion or disclosure adversely impacts the public body's ability to competitively bid or make proposals; (3) discuss the appointment, employment, assignment, removal or resignation of appointees, employees or officials over whom it has jurisdiction, or, any other personnel matter that affects one or more specific individuals; seconded by Council Member Knight. The vote was 5-0 with Council Members Cymek and Pillas absent.**
2. Council President Hall reopened the meeting at 1:10 p.m. and reported that legal, personnel and contractual matters were discussed in closed session. Persons present were Mayor Rick Meehan, Council President James S. Hall, Council Secretary Lloyd Martin, Council Members Margaret Pillas, Mary Knight, Doug Cymek, Joe Hall and Brent Ashley, City Manager David Recor, City Solicitor Guy Ayres, Ocean City Police Chief Bernadette DiPino, Internal Auditor Susan Childs, Private Events Director John Sullivan, Bryan Lilley and Steve Webster of OC Air Show, LLC and Executive Office Assistant Diana Chavis. He reported that the vote to close was unanimous.
3. Bid Openings

A. Painting and Rehabilitation of the Gorman Avenue Water Tank

	<u>Part A</u>	<u>Part B</u>
Corosion Control Corp.	\$703,800.00	\$23,000.00
Minoan Inc.	\$858,700.00	\$10,700.00
D&M Painting	\$605,600.00	\$29,000.00
K&K Painting	\$450,475.00	\$22,500.00
Utility Svcs. Corp.	\$971,900.00	\$26,000.00
Titan Industrial Svc.	\$831,000.00	\$15,450.00
CORFU Contractors	\$574,775.00	\$10,200.00

Council Member Cymek moved to recognize the apparent lowest bid from K&K Construction with remand to Staff for review ; seconded by Council Member Ashley. The vote was unanimous.

B. Inlet Lot Parking Control System – Consultant Services (FY13 Budget Allocation = \$400,000.00)

Megan Gardell
Walker Parking
Desmond, Inc.
Walter P. Moore & Assoc.

Council Member Cymek moved to acknowledge all bids with remand to Staff for review; seconded by Council Member Pillas. The vote was unanimous.

4. Report on 2012 Air Show - presented by: Bryan Lilley, Ocean City Air Show LLC and Susan Childs, Internal Auditor. Internal Auditor Susan Childs reported that Mr. Lilley paid the Town \$13,933.00 per the agreement [*No objections*]
5. Tourism Director Donna Abbott made a recommendation to renew the Town's contract with MGH Advertising. She stated that TAB and the HMRA concur with the renewal. **Council Member Pillas moved to solicit RFP's for the 2013 advertising contract; seconded by Council Member Ashley. The vote was 4-3 with Council Members Martin, Knight and Cymek opposed.**
6. Request to Sole Source Purchase a Broyhill Beach Machine - presented by: John Van Fossen, Public Works Maintenance Manager **Council Member Joe Hall moved to sole source purchase a Broyhill Beach Machine for the trade-in amount of \$149,160.00 (Allocated from the Vehicle Trust Fund); seconded by Council Member Cymek. The vote was unanimous.**
7. Request Approval to Purchase Bus Spare Parts (Mirrors), Bus Lifts and Passenger Shelters - presented by: Hal Adkins, Public Works Director and George Thornes, Transportation Superintendent **Council Member Cymek moved to approve the purchase: (1) bus spare parts (mirrors) for \$2,273.82 (10% local match, 90% FTA/MTA funded); (2) bus lifts for \$22,671.82 and (3) passenger shelters for \$12,930.00; seconded by Council Member Ashley. The vote was unanimous.**
8. Request Permission to Purchase Snow Plows through Anne Arundel Contract - presented by: Hal Adkins, Public Works Director **Council Member Joe Hall moved to approve the purchase of four (4) snow plows from Moxley's Truck Equipment for the amount of \$19,400.00 (Budget Allocation = \$22,400.00); seconded by Council Member Cymek. The vote was unanimous.**
9. Request to Purchase Golf Course and Recreation Department Equipment on State Contract - presented by: Joe Sobczak, General Services Director **Council Member Cymek moved to approve the purchase of one (1) Toro workman HDX utility vehicle from Turf Equipment for \$20,272.56, two (2) Toro 3320 Triflex Greensmowers from Turf Equipment for a total of \$56,250.00, one (1) Groundmaster 3500D Rough Mower from Turf Equipment for \$31,115.00; and one (1) Club car beverage vehicle from Horizon Distributors for \$14,396.00; seconded by Council Member Pillas. The vote was unanimous.**
10. Presentation of Strategic Planning Initiative Proposal (see Attached)- presented by: David L. Recor, City Manager **Council Member Joe Hall moved to contract with Lyle Sumek Associates, Inc.; seconded by Council Member Ashley. The vote was unanimous.**

Council Secretary Martin moved to adjourn; seconded by Council Member Pillas. The vote was unanimous.



I hereby certify that on this _____ day of _____, 2012, the Mayor and Council reviewed and approved this document.

City Clerk Kelly L. Allmond
Certified Municipal Clerk

*Lyle Sumek Associates, Inc.
9 Flagship Court
Palm Coast, Florida 32137
Phone: (386) 246-6250 Fax: (386) 246-6252*

To: David Recor
City Manager
Town of Ocean City

From: Lyle J. Sumek

Subject: Strategic Planning for the Town of Ocean City

Date: June 27, 2012

The purpose of this letter and proposal is to follow up our recent conversation. I have prepared a specific proposal tailored to the Town of Ocean City.

Lyle Sumek Associates, Inc. is a strategic planning company specializing in local governments and serving a nationwide clientele. Most clients are long term, some for 20 – 30 years, with different Mayors, councilmembers and city managers. We emphasize the importance of institutionalizing the strategic planning process into the town's governance, management and service delivery. The benefits to the town are: strong financial management recognized by AAA/AA bond ratings; services delivered in a cost-effective manner; investment in city infrastructure and support for a strong local economy. The bottom line is for the town to add value to the residents' and guests' lives, and to support a climate where businesses can be successful and thrive.

Over the years I have worked in a number of resort communities like Vail, Colorado; Steamboat Springs, Colorado; and Park City, Utah. Since relocating to Florida, I am working with Virginia Beach, Virginia; Jupiter, Florida, Delray Beach, Florida; Boca Raton, Florida; Fort Lauderdale, Florida; Osceola County, Florida (Disney area); Kissimmee, Florida; Destin, Florida; Hilton Head Island, South Carolina; Bluffton, South Carolina; and Beaufort County, South Carolina. Each of these communities has a tourist-based economy with great fluctuations in population during the tourist season. Each community has its own sets of issues that need to be addressed during the strategic planning process. Examples are: beach renourishment, dredging with spoils, relationship to hotels and lodging businesses, residents vs. guests benefits, high fuel costs and automobile travel for vacations, off season activities to expand tourism, etc. It is critical to be nimble while keeping in mind the long-term vision and goals.

If you have any questions or need additional information, please contact us.

We look forward to hearing from you.

Lyle Sumek

Contact: Lyle Sumek Associates, Inc.
9 Flagship Court
Palm Coast, Florida 32137
Phone: (386) 246-6250
Fax: (386) 246-6252
E-mail: sumekassoc@gmail.com

Proposal for:

***Leadership and
Strategic Planning
Workshop***

for

Mayor and City Council

***Ocean City, Maryland
June 2012***



Lyle Sumek Associates, Inc.
9 Flagship Court
Palm Coast, FL 32137

Phone: (386) 246-6250
Fax: (386) 246-6252
E-mail: sumekassoc@gmail.com

Proposal
Leadership and Strategic Planning

Mayor and City Council

Town of Ocean City
June 2012

Program Outcome

- **VISION, MISSION, GOALS AND PLAN (5 YEAR) FOR THE TOWN OF OCEAN CITY**
 - Vision 2027: A Vision Statement with defined, value-based principles that describe the preferred future in 15 years for the Town of Ocean City
 - Mission: A Mission Statement that defines what should be the primary purposes of the Town of Ocean City with operating guidelines and service priorities
 - Goals for 2017: Four to six Goals with measurable objectives which become major focus areas for the Town of Ocean City
 - Plan 2012 – 2017: A Plan to realize the Vision, to enhance the Mission and to achieve the Goals with an analysis of major challenges and opportunities and specific actions
- **ACTION AGENDA FOR 2012**
 - Policy Agenda for 2012 – 2013: A Top “10” list of Top and High Priority policy related actions for the Mayor and City Council to address during the next year
 - Management Agenda for 2012 – 2013: A Top “10” List of Top and High Priority management administrative actions for the next year
 - Major Projects for 2012 – 2013: A list of key projects to be completed or requiring significant work for the next year
 - Action Outlines 2012 – 2013: For prioritized actions including activities/milestones, timeframe, responsible party/team

➤ **MAKING THE STRATEGIC PLANNING PROCESS WORK FOR THE TOWN OF OCEAN CITY**

Institutionalizing the process in the governance process and the organization

- Progress Matrix or Status Reports
- Marketing the Plan
- Incorporation into Policy Reports, Budget Plan Development, Program Development, Project Planning

Program Outline

ACTIVITY 1: Strategic Planning Outline for the Town of Ocean City

The consultant will consult with the Mayor and City Manager to finalize purposes, work products, activities, and time frames.

ACTIVITY 2: Mayor, City Councilmembers and City Manager Background Interviews

The consultant will interview the Mayor, each member of the City Council, the City Manager and possibly key managers. The purpose of each interview is to:

- Gain background on the Town of Ocean City
- Learn about the operations of the Mayor, City Council and City Manager
- Discuss their vision of the future and goals for five years
- Identify issues today and opportunities on the horizon
- Focus on key topics for the Workshop

During the interview, the questions are likely to explore the following information:

1. During the past year, what are the major successes for the Town of Ocean City?
2. What did not get accomplished this past year or is in progress and needs to continue for the next year?
3. As you talk with residents, what are their messages to you about issues today and desires for the future?
4. Success for the Town in 2027 means . . . ?
5. As you look to the future, what are the major challenges facing the Town of Ocean City?

6. What do you believe are the most important 5-year goals for the Town of Ocean City?
7. During the next year, what are the specific, major issues that you feel need to be addressed by the Town of Ocean City?
8. What are the three most important things for you to get done during next year?
9. What suggestions do you have for the Mayor and City Council or staff to enhance their effectiveness?
10. What other topics do you feel need to be addressed during the workshop?

Additional questions are likely to be added to this list based upon further discussion.

ACTIVITY 3: Leadership and Strategic Planning Session 1 for Management Team

A one-day Leadership and Strategic Planning Workshop will be held. The purpose of this session is to:

- Provide background on Strategic Planning
- Review accomplishments from the past year
- Focus on Vision, Mission and direction for the Town of Ocean City
- Identify topics for Mayor and City Council Workshop

The specific agenda will be developed and submitted to the City Manager. The Workshop should be flexible, adjusting to your needs, and should be fun in order to maximize the learning experience.

ACTIVITY 4: Interview Analysis and Preparation of Leader's Guide 2012 – A Working Document

The Consultant will analyze the interview data and prepare a summary of:

- Vision 2027 Rough Draft: Statement with defined principles
- Mission Rough Draft: Purpose of Town Government with defined principles
- Working Draft Goals for 2017 with Objectives
- Potential Targets for Action 2012

These drafts will be placed in a Leader's Guide – A Working Document that will be used and modified during the Mayor and Council Workshop.

ACTIVITY 5: Leadership and Strategic Planning Workshop I for Mayor and City Council

A one and one half to two day Leadership and Strategic Planning Workshop will be conducted for the Mayor, City Council and City Manager. The specific agenda will be developed based

upon interviews. A typical outline for a Leadership and Strategic Planning Workshop follows:

1. Success Leaders + Winning Teams = Great Cities
2. Strategic Planning for Town of Ocean City
3. Performance Report 2011 – 2012
4. Looking to Town of Ocean City's Future:
 - Mayor – Council Perspective
 - Management Perspective
5. Town of Ocean City's Vision 2027
6. Plan 2012 – 2017 with Goals, measurable Objectives, Value to Residents, Challenges and Opportunities (short/long term); Actions with initial priorities
7. Making the Strategic Planning Process Work for Town of Ocean City

ACTIVITY 6: Follow-up Strategic Planning Session II for Management Team

A one-day Workshop is suggested for the Management Team. This workshop will focus on:

- Implementing the Vision 2027 and Goals 2017 in the department
- Developing an Action Plan Outlines
- Developing a process for monitoring short-term Actions
- Monthly reports to the Mayor and City Council
- Quarterly updates to the Mayor and City Council
- Exploring ways to work effectively with the Mayor and City Council – to help them to be successful

ACTIVITY 7: Citizen Summit (Optional)

In many cities, the Mayor and City Council desire to have public input prior to finalizing annual goals. The problems have been that at Town Hall meetings or neighborhood meetings the discussion is dominated by the negativist and/or the attendance is small. In working with various cities, we have refined an effective process for citizen input.

A Citizen Summit is scheduled to provide meaningful citizen input for the Strategic Planning Process. It is usually held in the evening from 6:00 – 9:00 p.m. The Mayor and City Council members invite 7 – 10 individuals to attend. I encourage the inclusion of high school students. A written invitation is prepared by City Staff and sent to each individual with a RSVP requested. I also encourage each Council Member to call the individuals that they invite. The City Manager's office compiles a list of participants, finalizes arrangements and location.

This meeting process is designed to allow public input by written comments, small focus group discussion or large focus group discussion. The topics focus on: Town Successes for the Past Year; Outcomes for the Community (that result from Town projects and services); Major Issues

for the Next Year; Opportunities for the Community; and Messages to the Mayor and City Council. The outcomes from this meeting are specific information from Citizen Input and dialog between the Mayor and City Council with the Community.

ACTIVITY 8: Leadership and Strategic Planning Workshop II for Mayor and City Council

A ½ – one-day follow-up Leadership Workshop II will be held for the Mayor and City Council. The purposes of this session are:

- Vision 2027: Refinement and Finalization
- Plan 2012 – 2017: Refinement and Finalization
- Action Agenda 2012 – 2013: Refinement and Finalization
- Action Outlines on Key Issues: 2012 – 2013
- Actions to Make the Strategic Planning Process Work for the Town of Ocean City

ACTIVITY 9: Final Reports for the Mayor, City Council and City Manager

As a follow-up to the workshop, the following reports will be prepared for the Mayor, City Council and City Manager:

- Performance Report for 2011 – 2012
- Strategic Plan 2012 – 2017 - 2027
- Executive Summary 2012 – 2017 – 2027
- Leader’s Guide 2012 – Summary Report

These reports become working documents for the next year.

STRATEGIC FRAMEWORK

VISION 2027
*“Desired Destination for the
Town of Ocean City”*

PLAN 2017
“Map to the Town of Ocean City’s Destination”

EXECUTION
“Route for Next Year”

MISSION
“Responsibilities of the Town of Ocean City”

BELIEFS
“How the Town of Ocean City Should Operate”

STRATEGIC FRAMEWORK BASIC ELEMENTS

VISION

“What We Want to Become –
Our Preferred Future as Defined in Value-Based Principles.”

PLAN

“Our Road Map for 5 Years – How to Realize Our Vision with
Achievable Goals Defined Through: Objectives, Meaning to
Our Residents, Challenges and Opportunities, Actions 2012 – 2013,
Major Projects 2012 – 2013 and Actions on the Horizon.”

EXECUTION

“Actions to Implement the Plan – A Work Program for Next Year
with a “To Do” List for Mayor, City Council and Management – To
be Completed with Accountability for the Results.”

MISSION

“Purposes of Town Government – Determined in Service Businesses
Defined in: Operating Elements, Business Successes, Challenges and
Opportunities and Service Improvements 2012 – 2013.”

BELIEFS

“Our Core Beliefs Which are the Foundation for Our Town
Government – Creating a Corporate Culture of Action and
Accountability, the Primary Value, As Defined in Performance
Standards to Guide Behaviors and Actions.”

HOW WE CONDUCT OUR BUSINESS

Consultant Resume and Qualifications

Lyle J. Sumek, President
Lyle Sumek Associates, Inc.
9 Flagship Court
Palm Coast, Florida 32137-3373
(386) 246-6250

Academic

A.B. in Public Administration, San Diego State College, 1967
M.S. in Public Administration, San Diego State College, 1968
Ph.D. in Public Administration, University of Southern California, 1977

Local Government

Management Intern, City of San Diego, 1965
Management Assistant, City of San Diego, 1965 – 1968
(Fire Department, Public Works Department, City Manager's Office)

University Teaching

Instructor, University of Southern California, 1970 – 1972
Assistant Professor, Northern Illinois University, 1972 – 1973
Associate Professor and Assistant Dean (Boulder Campus),
University of Colorado, 1973 – 1979

Consulting Services

President, Sumek Associates, Inc. (a Colorado Corporation), 1979 – 1991
President, Lyle Sumek Associates, Inc. (a Florida Corporation), 1991 – Present

Publications

Numerous Publications on Leadership, Strategic Planning, Team Building and
Aligning the Corporate Culture – High Performance Organization Accountable for
the Results

References

City of Delray Beach, Florida

David Harden, City Manager
100 NW 1st Avenue
Delray Beach, FL 33444
(561) 243-7010

City of Dothan, Alabama

Mike West, City Manager
126 N. St. Andrews Street, Suite 201
Dothan, AL 36303
(334) 615-3120

City of Westminster, Colorado

Brent McFall, City Administrator
4800 W. 92nd Avenue
Westminster, CO 80031
(303) 650-0173

Town of Clayton, North Carolina

Steve Biggs, Town Manager
111 E 2nd Street
Clayton, NC 27520
(919) 553-5002

City of Boca Raton, Florida

Leif Ahnel, City Manager
201 W Palmetto Park Road, Ste 320
Boca Raton, FL 33432
(561) 393-7700

City of Destin, Florida

Maryann Ustick, City Manager
4200 Indian Bayou Trail
Destin, FL 32541
(850) 837-4242

City of Virginia Beach, Virginia

James K. Spore, City Manager
2401 Courthouse Drive
Building 1, Room 234
Virginia Beach, VA 23456-9001
(757) 427-4242

City of Dubuque, Iowa

Mike VanMilligen, City Manager
50 W. 13th Street
Dubuque, IA 52001
(563) 589-4110

Town of Jupiter, Florida

Andy Lukasik, Town Administrator
210 Military Trail
Jupiter, FL 33458
(561) 561 741-2222

Town of Hilton Head Island, South Carolina

Steve Riley, Town Administrator
1 Town Center Court
Hilton Head Island, SC 29926-1872
(843) 341-4701

City of Johns Creek, Georgia

John Kachmar, City Manager
12000 Findley Road, Suite 400
Johns Creek, GA 30097
(678) 512-3350

City of Kissimmee, Florida

Mike Steigerwald, City Manager
101 N Church Street, 5th Floor
Kissimmee, FL 34741-5054
(407) 518-2300

References

City of Fort Lauderdale, Florida

Lee Feldman, City Manager
100 N Andrews Avenue
Fort Lauderdale, FL 33301
(954-828-5959)

Osceola County, Florida

Don Fisher, County Manager
1 Courthouse Square, Suite 4700
Kissimmee, FL 34741
(407) 742-2385

Fee Estimate

Leadership and Strategic Planning

Town of Ocean City

June 2012

ESTIMATED BILLING TIME:

Number of days scheduled is flexible and is based on the needs of the Town.

ACTIVITY 1	Strategic Planning Outline for the Town of Ocean City _____	NC
ACTIVITY 2	Mayor, City Council and City Manager Background Interviews _____ (1 hour per person, in person or by phone, billed at actual time)	1 – 1½ Days
ACTIVITY 3	Leadership & Strategic Planning Session I for Management Team _____ Preparation 2 hours Session 8 hours Report 2 hours	1 – 1½ Days
ACTIVITY 4	Interview Analysis and Preparation of Leader’s Guide 2012 – A Working Document _____	½ Day
ACTIVITY 5	Leadership & Strategic Planning Workshop I for Mayor & City Council _____ Preparation 2 hours Workshop 10-16 hours Follow Up 2 hours	2 – 2½ Days
ACTIVITY 6	Follow-up Strategic Planning Session II for Management Team _____ Preparation 2 hours Workshop 8 hours Report 2-4 hours	1 – 1½ Days
ACTIVITY 7	Citizen Summit (Optional) _____ Preparation 2 hours Workshop 8 hours Report 2 hours	1½ Day
ACTIVITY 8	Leadership and Strategic Planning Workshop II for Mayor and City Council _____ Workshop 4-6 hours	1 Day
ACTIVITY 9	Final Reports for the Mayor, City Council and City Manager _____	1 Day
Total Estimated Time _____		8 – 10 Days

** Cancellation/unavailability of individuals may result in additional charges*

CONSULTATION FEES:

Individual consultation _____ \$ 200.00 per hour
_____ \$1,600.00 per day on-site
(8 hours)

The typical cost is \$10,000 - \$16,000 to completion + expenses + products.

EXPENSES: _____ Additional Costs

Including, but not limited to:

- *Airline Tickets*
- *Travel/Auto Expenses*
- *Telephone/Fax (billed at \$12.00/hr.)*
- *Assessment Instruments*
- *Accommodations and Meals*
- *Typing, Duplication, Binding, Shipping*
- *Products:*
 - *Strategic Plan (coil bound)*
 - *Executive Summary (booklet)*
 - *Leader's Guide Summary Report*
 - *Plan in Brief*



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Lyle Sumek brings a lifetime of experience into his enthusiastic workshops and meetings, producing actions and results through a practical approach to help public officials make a difference in their community by:



- Partnering with Stakeholders
- Making Decisions for the Future
- Developing Processes that Result in Actions

Lyle has a Doctorate in Public Administration from the University of Southern California. He has held management positions at the City of San Diego, California in the Fire and Public Works Departments. He served as Associate Professor and Assistant Dean at the University of Colorado; Assistant Professor at Northern Illinois University and Instructor at the University of Southern California. Since 1979, Lyle has developed an extensive national clientele of cities, counties and organizations.

HELPING COMMUNITIES TO BE SUCCESSFUL
BY PRODUCING RESULTS



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Keynote Speaker at:
National League of Cities
National Association of Counties
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Professional Association of Local Public Officials
International City and County Management Association

Client Locations:
Hanford, CA; Clovis, CA; Lake Havasu City, AZ; Park City, UT; Northglenn, CO; Westminister, CO; North Richland Hills, TX; Midland, TX; Carrollton, TX; Garland, TX; McKinney, TX; Plano, TX; Dubuque, IA; Bettendorf, IA; Rock Island, IL; Moline, IL; Champaign, IL; Palatine, IL; Germantown, TN; Collierville, TN; Roanoke, VA; Virginia Beach, VA; Charlotte, NC; Fayetteville, NC; Hilton Head Island, SC; Kissimmee, FL; Venice, FL; Delray Beach, FL; Boca Raton, FL

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OUR SERVICE CREED

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When people lead they make decisions and take action.
When people believe in a bright future they can make a difference.
When they work together as a team it encourages them to accomplish more.
When problems are solved with common sense, people will follow through.
When people learn from setbacks, they will succeed.



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City of Virginia Beach Goals 2017

**Create a Financially Sustainable City
Providing Excellent Services**

Grow the Local Economy

Improve the Transportation System

Revitalize Neighborhoods and Plan for the Future

**Be a Competitive, First Class Resort for Residents,
Businesses and Tourists**

SECTION 5

CITY OF VIRGINIA BEACH ACTION AGENDA 2012

City of Virginia Beach Council Initiatives 2012

TOP PRIORITY

**Landfill and Solid Waste
City and School Funding
Dome Site
Employee Compensation: New Model
TMDL: Direction (including Lynnhaven Restoration Project)
19th Street Pedestrian Connection
Homeless Strategy (including Campus)**

HIGH PRIORITY

**Process Improvement Committee
Uranium Mining Impact Advocacy
Rudee Walk
Energy Related Business Attraction Strategy
Local Road Funding
Highway 460 Advocacy
Resort Area Parking Plan and Form Based Zoning Code**

City of Virginia Beach Council Initiatives Agenda 2012

COUNCIL INITIATIVES	PRIORITY	
	Top	High
1. Landfill and Solid Waste	10	-
2. City and School Funding	7	-
3. Dome Site	7	-
4. Employee Compensation: New Model	6	-
5. TMDL: Direction (including Lynnhaven Restoration Project)	6	-
6. 19 th Street Pedestrian Connection	6	-
7. Homeless Strategy (including Campus)	5	-
8. Process Improvement Committee	3	7
9. Uranium Mining Impact Advocacy	4	6
10. Rudee Walk	3	6
11. Energy Related Business Attraction Strategy	2	6
12. Local Road Funding	1	6
13. Highway 460 Advocacy	1	6
14. Resort Area Parking Plan and Form Based Zoning Code	1	6
15. Light Rail Direction and Development	5	5
16. Research and Development Strategy (including Grant Program)	3	5
17. Historic Kempsville Area Master Plan: Implementation	1	5
18. Economic Development Incentives Policy and Funding	0	4
19. Roadway Maintenance Program and Funding	1	3
20. Regional Shared Services	2	2
21. Strategic Growth Area Plan	1	2
22. Sand Replenishment (Citywide – Ocean and Bay) Funding Study	1	2
23. Envision Virginia Beach 2040: Report	0	2

COUNCIL INITIATIVES (continued)	PRIORITY	
	Top	High
24. Community Livability Plan (Senior, Youth, Safety, Infrastructure): Green Run	2	1
25. High Speed Rail Advocacy	1	0

City of Virginia Beach Management Initiatives 2012

TOP PRIORITY

**Military and Related Business Strategy
(including Analysis of Defense Cutback)**
Burton Station Plan Implementation
Alternative Energy Task Force: Update Reports
**Dredging for Navigable Waterways
(including Special Service District)**
Citizen Engagement

City of Virginia Beach Management Initiatives 2012

MANAGEMENT INITIATIVES	PRIORITY	
	Top	High
1. Military and Related Business Strategy (including Analysis of Defense Cutback)	9	
2. Burton Station Plan Implementation	9	
3. Alternative Energy Task Force: Update Reports	8	
4. Dredging for Navigable Waterways (including Special Service District)	7	
5. Citizen Engagement	6	
6. Dredging for Stormwater Management: Lakes and Channels (Green Run)	5	
7. Greenwich Flyover and I-64 and I-264 Project	4	
8. Branding: "Virginia Beach Naturally"	4	
9. Agriculture Business Analysis and Expansion Strategy (including ARP) and "Buy Fresh, Buy Local" Program	3	

City of Virginia Beach Management in Progress 2012

- 1. Disaster Preparedness Plan: Public Information, Role and Actions**
- 2. Healthcare Plan Revision: Report**
- 3. Budget: Direction, Process Outline**
- 4. APZ Land Use and Redevelopment**
- 5. Intelligent Transportation System: Implementation**
- 6. Southeastern Parkway and Greenbelt**
- 7. Sand and Beach Replenishment Project**