



MINUTES OF THE CITY COUNCIL WORK SESSION
CITY OF NEW PORT RICHEY
NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA
April 3, 2018
5:30 PM

**ORDER OF
BUSINESS**

1 Call to Order - Roll Call

The meeting was called to order by Mayor Rob Marlowe at 5:30 pm. Those in attendance were, Deputy Mayor Jeff Starkey, Councilwoman Judy DeBella Thomas, City Manager Debbie Manns and City Clerk Judy Meyers. Councilman Chopper Davis arrived at 5:34 p.m. and Councilman Bill Phillips arrived at 6:10 p.m.

DISCUSSION ITEMS

2 Strategic Planning Session - Page 2

City Manager Manns introduced the item to Council. She stated the purpose of this work session was to update City Council on the Strategic Plan. City Manager Manns began her presentation by giving an overview of the history of the plan. Work on the plan began back in June 2016 and has been updated through work sessions with the most update with Department Heads on February 7, 2018. Time to evaluate the feasibility so we will know where funding priorities lie for the upcoming budget season. City Manager Manns then highlighted the eight strategies that Council deemed important to focus on. City Manager Manns then highlighted each strategy along with the goals and action steps taken and whether or not the goal was complete, on target, or not feasible.

For mobilizing reinvestment, significant achievements included the Hacienda, the Rec Center, Phase II of Sims Park and the first part of the parking study.

For increasing taxable value on residential and commercial properties, achievements included the annexation study, work with the Urban Land Institute and put procedures in place to foreclosure on properties for reinvestment. City Manager Manns stated that beginning with FY19/20 the City will apply directly to the state for CDBG funds instead of going through the County. Council then discussed work that still needs to be done regarding the extended stay hotels in the city. Council then discussed investing in hiring an outside firm or bringing someone on board to market the city. Businesses are being recruited to the city through the use of grant

funds and incentives.

For developing a community mindset, achievements included clear messaging about pride in the community, publication of the city newsletter and the implementation of the Wayfinding Project. Establishing citizen groups and delivering high quality customer service.

For improving the image of the city, achievements included high customer service, revitalization and preservation of historic areas, family friendly events, develop/renew new areas, amenities and services.

For developing partnerships and communicating effectively, achievements included partnering with other local government entities for projects, maintaining open communication with the real estate community, designating a public information officer and more effective use of social media and video content. Need to add Applicant Insight and the Marine District. Also add faith based organizations.

For continuing community policing improvements, achievements included partnering with other local agencies, address prostitution and drug activity, increase police presence in the downtown and Sims Park during events and continuing educational programs.

For investing in infrastructure, achievements included the annexation study, Pavement Management Plan, address deficiencies in alleys, proactive approach to upgrades with stormwater, continue needs assessments and seeking grants.

3 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 6:38 p.m.

Approved: _____ (date)

Initialed: _____

_____ (signed)

Judy Meyers, City Clerk