



**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**

**May 23, 2017**

**5:00 PM**

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**ORDER OF**  
**BUSINESS**

**1**      **Call to Order - Roll Call**

The meeting was called to order by Mayor Rob Marlowe at 5:00 pm. Those in attendance were, Deputy Mayor Jeff Starkey, Councilman Bill Phillips, Councilwoman Judy DeBella Thomas and Councilman Chopper Davis.

Also in attendance were City Manager Debbie Manns, City Clerk Judy Meyers, Chief of Police Kim Bogart, Technology Solutions Director Bryan Weed, and Assistant to the City Manager Martin Murphy.

**DISCUSSION ITEMS**

**2**      **Strategic Planning Session - Page 2**

City Manager Manns introduced the item to Council. She stated that the purpose of the work session was to discuss the revisions to the Strategic Plan draft. She then introduced John Streitmatter with LRI who then made a presentation to Council.

Mr. Streitmatter began his presentation by stating that the last time they met there were eight goals that were identified. He then reviewed the progress update on the strategic plan. He highlighted the objectives, goals and how they would be measured. Mr. Streitmatter stated the objectives were to mobilize reinvestment, grow the tax base, develop community mindset, improve the image of the city, develop partnerships, communicate effectively, continue community policing improvements and invest in infrastructure. Each objective was given a color of green, yellow or red. The green items were mobilize reinvestment, grow the tax base, develop partnerships, communicate effectively and continue community policing improvements. Yellow items were develop community mindset, improve the image of the city and invest in infrastructure. City Manager Manns stated that the image category was marked yellow because there are items in that category that are still being worked on at the department head level on a regular basis.

Mr. Streitmatter then asked for Council's thoughts on the objectives. Deputy Mayor Starkey stated he has always focused on customer service. He stated that there are different standards and service levels. He stated that work still needs to be done on the city's relationship with the county and school board. Mayor Marlowe stated that the hotel management group he sat in on acknowledged the work the city has done. He stated that there is still work to be done. Mayor Marlowe stated to look at building an education center in the new part of the Grey Preserve of how the Cotee River changes from the point of origin to the gulf. Councilwoman DeBella Thomas stated to partner with the Boy and Girl Scouts. Mayor Marlowe also stated coordinating with the City of Port Richey regarding the multi-use paths. City Manager Manns also suggested partnering with local real estate groups.

In regards to communicating effectively, Mayor Marlowe stated that the library's website is not mobile friendly. He suggested having Technology Solutions look into tying all of them together to the city's website. Councilwoman DeBella Thomas stated that developing the brand of the city is marketing. We seem to be out of step with the community. She stated we don't have a brand or nickname with its presence on social media. What is it that we want to create our city to be? We are a vibrant city on the river that has amazing opportunities. Instilling pride and ownership in our city involves communication with residents. Councilman Phillips stated he would review the video of the meeting and provide his comments at a later date. He stated when there is this much time in between it takes some time to get up to speed. Branding wise never really determined where we want to be in the end game. Have not spent a lot of time addressing the elements over the last five months.

Mr. Streitmatter asked for each of the eight objectives were there any changes in direction we need to make and are there any adds or deletes from the objectives. Mr. Streitmatter then discussed each objective in detail. Under mobilize reinvestment. Deputy Mayor Starkey stated he hears over and over again that there is no parking. Need to direct people to the city parking lots. Councilwoman DeBella Thomas stated the parking issue is something that needs to be addressed. Mayor Marlowe stated there are multiple solutions and if a parking garage is the solution then we need to get moving on it.

Deputy Mayor Starkey stated he still wants to have a work session with event organizers and businesses in the downtown to ensure that Sims Park is not being rented out like a fair ground. Want to make sure doing the best for the city. Focus on better quality smaller scale events. Mayor Marlowe stated there was extensive discussion at the hospitality management meeting. Councilwoman DeBella Thomas stated the need for playing into a more youthful marketing. Do more on the street activities that add to the quality of life.

Discussion then moved to the next objective of growing the tax base. Deputy Mayor Starkey stated annexation should head west. Mayor Marlowe stated that looking at the east would be good as well. Deputy Mayor Starkey stated that we have more frontage on US19 however new businesses seem to be being built in Port Richey and areas to the south. We cannot grow businesses while there are extended stay hotels. Going to try to improve the corridor the extended hotels have to go. Haven for criminal activity. Mayor Marlowe stated that nice buildings and businesses are the exception instead of the rule from the area of Main Street up to the bridge.

In regards to developing community mindset, Councilwoman DeBella Thomas stated that there are wonderful things being done on a daily basis and suggested partnering with My Network 1 to help get the word out. Getting to know employees helps to connect to the community. Deputy

Mayor Starkey stated to reach out to the media they are always looking for a good news story.

Mayor Marlowe stated he was on an e-mail hit list for a community trying to go all green, One thing led to another and a trip was made to Marchman to tour their solar equipment. Not economically viable yet but soon. Parcels in the city we cannot do anything with and perhaps solar panels would be constructed and then energy sold to Duke Energy. The exposure that the city got in the Tampa Bay Times on urban gardening

In regards to developing partnerships, reach out to the schools to make them feel more part of the city and community. Councilwoman DeBella Thomas also stated that developing a continuing partnership with the hospital is also important.

In regards to community policing, Deputy Mayor Starkey stated we have to go after the vagrant homeless camps. He stated he drives through Southgate Shopping Center everyday and sees prostitutes and drug addicts. We have to combat areas harboring criminal element. Mayor Marlowe stated until the Van Doren and Leisure Lane is cleaned up Southgate will not be cleaned up.

Next steps include how to turn into a work plan and what direction to go. City Manager Manns stated that this is a living document and thanked Council for their renewed commitment to it. Councilwoman DeBella Thomas stated she is proud to be where we are. The improvements to Sims Park has had a great impact on our community. She stated by raising the bar and doing the park with excellence made the difference and to continue to focus in on other issues will really make the difference. If we drive to improve all of the areas it will be measurable to see the difference visually distinctive that you are in NPR. Deputy Mayor Starkey stated the bottom line is to set high standards. Come up with innovative ideas that will work, continue to set the bar higher and follow through.

3           Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 6:35 pm.

Approved: \_\_\_\_\_ (date)

\_\_\_\_\_ (signed)

Initialed: \_\_\_\_\_

Judy Meyers, City Clerk