

TOWN OF PALM BEACH

Information for Town Council Meeting on: October 12, 2021

To: Mayor and Town Council

Via: Kirk Blouin, Town Manager

From: Jay Boodheshwar, Deputy Town Manager

Re: Town of Palm Beach Long-Range Strategic Plan

Date: October 4, 2021

STAFF RECOMMENDATION

Staff recommends the Mayor and Town Council review the information below, as well as the attached 2003 Strategic Plan, and provide direction to staff.

GENERAL INFORMATION

At the September 14, 2021, Town Council meeting, there was a discussion lead by Council President Pro Tem, Bobbie Lindsay, pertaining to “how do we preserve Palm Beach’s unique small-town charm, businesses, and community amid Palm Beach County’s explosive growth?” After some discussion, Mayor Danielle Moore advised the Council that former Mayor, Lesly Smith, lead the effort to develop the Town’s Strategic Plan to develop a vision and action plan to address issues such as growth, community character, and other items similar to the items introduced by Mrs. Lindsay. Discussion regarding reviewing and updating the Strategic Plan ensued and staff was directed to provide the Mayor and Town Council with a copy of the Strategic Plan. See attached.

To quickly summarize, the Town Council commissioned a Strategic Planning Board in February 2001 via Resolution No. 16-01 to develop a long-range (10+ years) strategic plan for the Town. The Board was chaired by then-Mayor, Lesly Smith and facilitated by staff. Members of the board were nominated by the Mayor and approved by the Town Council. The Council requested that the Strategic Plan contain or take into account the following:

1. A comprehensive mission statement.
2. Broad strategic long-term goals which express the preferred future state of the Town.
3. An assessment of the Town’s internal and external environment, including key demographic, economic, social, and cultural factors which could significantly affect the Town’s vision of itself and its values.
4. An evaluation of the Town’s long-term assets and current resources and the resources needed to achieve its strategic goals.

5. An appraisal of intergovernmental issues, technological and other opportunities that may be available, and long-range problems and issues that need to be addressed.
6. One or more action plans, which incorporate the foregoing and discuss the Town's strengths that should be maximized, its weaknesses that should be minimized or eliminated, opportunities that should be explored, threats facing the Town that should be addressed, and activities and programs that should be eliminated, created or restructured to achieve the Town's strategic goals.

After two years of work by board and staff, the Strategic Plan was finalized, presented, and accepted by the Town Council in April 2003. The Strategic Planning Board was also sunsetted at this meeting and staff was directed to move forward with the development of a timeline to implement recommendations. Over the years numerous policies were enacted at the legislative and executive levels to carry out many of the recommendations of the Strategic Plan, and numerous updates to the plan were prepared and provided to Town Council. The last update was completed in 2012.

In lieu of another update to the Strategic Plan, staff believes Council should consider the appointment of another Strategic Planning Board to develop a new long-range plan utilizing the model and approaches from the 2001-2003 effort.

Attachments

cc: Carolyn Stone, Assistant Town Manager
Department Directors