



TOWN OF PALM BEACH

Town Clerk's Office

REPORT OF THE STRATEGIC PLANNING BOARD MEETING HELD ON DECEMBER 15, 2022

I. CALL TO ORDER AND ROLL CALL

The Strategic Planning Board meeting of December 15, 2022, was called to order at 9:30 a.m. On roll call, all committee members were found to be present except Katherine Ostberg.

II. PLEDGE OF ALLEGIANCE

Chair Moore led the Pledge of Allegiance.

III. APPROVAL OF AGENDA

Motion was made by Member Aldridge and seconded by Member Pucillo to approve the agenda. On roll call, the Motion passed unanimously.

IV. COMMUNICATIONS FROM CITIZENS

There was no communication from citizens.

V. APPROVAL OF MEETING MINUTES

A. November 4, 2022, Strategic Planning Board Meeting Minutes

Motion was made by Member Aldridge and seconded by Member McKelvy to approve the Minutes of the November 4, 2022 meeting. On roll call, the Motion passed unanimously.

VI. REGULAR AGENDA

A. Strategic Focus Areas

Trina Pulliam, Trainnovations

Trina Pulliam, from Trainnovations, provided a brief history of the discussions regarding the strategic focus areas and stated that the areas to be discussed today would be numbers 4-6, review numbers 1-3, discuss "Palm Beach Way" and decide the Next Steps.

1 Defining the “Palm Beach Way”

2
3 Committee members expressed their concerns regarding use of the phrase “Palm
4 Beach Way”. After lengthy discussion, Ms. Pulliam summarized the revised Vision
5 Statement as follows: *The Town of Palm Beach will promote an exceptional quality*
6 *of life for current and future generations. We take pride in our small town honoring*
7 *our heritage as a unique legacy worth keeping while creatively managing future*
8 *challenges.*

9
10 **Motion was made by Member Aldridge and seconded by Member Reiter to**
11 **approve the revised Vision Statement as amended. On roll call, the Motion**
12 **passed 7-1 with Chair Moore dissenting.**

13
14 After discussion and comments from Committee members, the revised Mission
15 Statement was read and accepted without further amendments.

16
17 The Palm Beach Way earlier discussion was revisited and concluded with the
18 following definition: *The “Palm Beach Way” is the Palm Beach Lifestyle: Creating*
19 *Fostering a sense of community through our values. This is a feeling, a sense of*
20 *community, and the relationship between people within the community. Common*
21 *themes used to express this are: Civility, Generosity, Courtesy, Respect,*
22 *Cooperation and Civic engagement.*

23
24 Strategic Focus Area #4

25
26 Ms. Pulliam led the discussion regarding strategic focus area # 4 and outcome:
27 *Preserve and honor our unique community, rich history, and architectural*
28 *character.*
29 *Outcome: Overcrowding is safeguarded against. Traditional and well-established*
30 *land use standards and best practices are upheld. A focus on urban planning and*
31 *zoning is created with a consideration for charm, appeal and long-term resilience*
32 *and protection of our values.*

33
34 **Motion was made by Member Pucillo and seconded by Member Aldridge to**
35 **approve the Outcome as amended. On roll call, the Motion passed**
36 **unanimously.**

37
38 Strategic Focus Area #5

39
40 Ms. Pulliam led the discussion regarding the strategic focus area #5 and outcome:
41 *Actively engage with federal, state, and local governments and agencies to protect*
42 *home rule in the Town of Palm Beach.*
43 *Outcome: Available resources, including collaboration with other agencies and*
44 *engagement in coalitions, that help us protect the right to self-govern, craft*
45 *ordinances, and make decisions based on our community's needs are encouraged,*
46 *utilized, and prioritized.*

1 All members agreed with the revision made to the outcome.

2
3 Strategic Focus Area #6

4
5 After brief discussion and comments, the strategic focus area and outcome were
6 both approved as written and presented:

7
8 *Provide reliable and sustainable management of drinking water, wastewater, and*
9 *storm water.*

10 *Outcome: The Town's drinking water is of high quality and healthy. It is*
11 *abundant and readily available. The infrastructure is reliable, sustainable, well*
12 *maintained and meets current and future needs. Water resources, including waste*
13 *and storm water, are managed in an environmentally and sustainable way.*

14
15
16 Strategic Focus Areas Nos. 1, 2 and 3

17
18 Ms. Pulliam stated that revisions to focus areas and outcomes 1, 2 and 3 were made
19 after feedback at last month's meeting. Set out below are the revised versions of
20 each after discussion.

21
22 *Strategic Focus Area # 1: Provide a framework for supporting the Town of Palm*
23 *Beach before, during and after a natural or manmade disaster.*

24 *Outcome: Through mitigation, the impacts for potential natural and manmade*
25 *disasters are reduced while maintaining community resilience. A culture of*
26 *preparedness and responsiveness for all residents, businesses, and government is*
27 *built and fostered.*

28
29 *Strategic Focus Area # 2: Control, regulate and stabilize on-island mobility*
30 *including traffic, parking, and pedestrian thoroughfares.*

31 *Outcome: Traffic congestion and parking are managed for residents and visitors*
32 *consistent with the Town's charm and character. Pedestrian thoroughfares are*
33 *protected and secured for safety.*

34
35 *Strategic Focus Area # 3: Promote sustainable management and enhancement of*
36 *the Town of Palm Beach's outstanding parks and natural environment through*
37 *conservation and environmental protection.*

38 *Outcome: Biodiversity including its coastal, marine, terrestrial and water*
39 *ecosystems is protected and restored through environmental awareness*
40 *education, promoting healthy landscape practices, encouraging use of native*
41 *fauna and flora, and reducing use of chemical pesticides.*

42
43 Ms. Pulliam will provide the Board the finalized consented verbiage for all Strategic Focus
44 Areas.

45
46 Next Steps

1 Ms. Pulliam provided a brief update and overview of the upcoming January 5 and 11, 2023
2 small focus groups facilitated by Trainnovations with a recommendation that only the focus
3 group participants be in attendance.
4

5 **VII. ANY OTHER MATTERS**
6

7 There were none.
8

9 **VIII. ADJOURNMENT**
10

11 Chair Moore wished everyone happy holidays and adjourned the Strategic Planning
12 Board meeting at 11:20 a.m.
13
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15 APPROVED:
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17

18 _____
19 Danielle H. Moore, Chair
20

21 ATTEST:
22
23

24 _____
25 Pat Gayle-Gordon, Acting Town Clerk
26

27 _____
28 Date
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