

# City of Port St. Lucie

## Strategic Planning Session

### Meeting Minutes

121 SW Port St. Lucie  
Blvd.  
Port St. Lucie, Florida  
34984

Shannon M. Martin, Mayor

Jolien Caraballo, Vice Mayor, District IV  
Stephanie Morgan, Councilwoman, District I  
Dave Pickett, Councilman, District II  
Anthony Bonna, Councilman, District III

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**Thursday, April 18, 2024**

**8:30 AM**

**Promenade On The River, 2240 SE  
Veterans Memorial Pkwy, Port St  
Lucie, FL 34952**

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1. Meeting Called to Order

A Special Meeting of the CITY COUNCIL/CITY STAFF of the City of Port St. Lucie was called to order by Mayor Martin on April 18, 2023, at 8:40 a.m., at Promenade On The River, 2240 SE Veterans Memorial Pkwy, Port St. Lucie, FL 34952.

2. Roll Call

Councilmembers Present:  
Mayor Shannon M. Martin  
Vice Mayor Jolien Caraballo  
Councilwoman Stephanie Morgan (via Zoom)  
Councilman David Pickett  
Councilman Anthony Bonna

3. Pledge of Allegiance

Mayor Martin led the assembly in the Pledge of Allegiance.

4. Public to be Heard

There was nothing heard under this item.

5. New Business

**5.a** Hold the 2024 Strategic Planning Workshop Day 1

[2024-382](#)

Mayor Martin and Deputy City Manager Kate Parmelee gave introductory statements and Abby Miller, Bloomberg Center for Public Innovation,

spoke to the Council and Staff and announced that she would be observing the session. Alexis Baum, Global Educator of Design and Innovation/Bloomberg Center for Public Innovation, announced that Council and Staff would be participating in various activities throughout the day. Council and Staff held roundtable discussions on the mindsets of where we stand as a City with the five topics of creativity, collaboration, people-centered, iteration, and impact. They then continued the conversation as a full group discussion. Council and Staff then held individual discussions on memorable stories of a time they co-created something with others. (Clerk's Note: Individual conversations ensued at this time.)

The meeting continued with sharing the stories that had been told and what they had learned about each other. Ms. Baum had Council and Staff discuss at their tables how they could tell if they were feeling genuinely switched on or engaged about something, and how this might be mistakenly misunderstood by others in the room. (Clerk's Note: Individual conversations ensued at this time.) Ms. Baum then had each team create a board exhibiting where they had things in common and where they had differences, and the boards were presented one by one.

A break was called at 10:17 a.m., and the meeting resumed at 10:38 a.m.

Ms. Parmelee discussed the new City Vision Statement, the National Community Survey, and the 2024 Citizen's Summit. Ms. Parmelee and Ms. Baum then had each table discuss various topics for the Strategic Plan such as transportation/mobility and public safety, and make poster boards exhibiting the successes, challenges, and opportunities of their topic. Once the boards were completed, the teams then viewed other table's presentations and discussed them individually.

The activity began at 10:54 a.m., and was completed at 12:07 p.m.

A lunch break was called at 12:07 p.m., and the meeting resumed at 1:10 p.m.

Mayor Martin resumed the meeting and announced Public to be Heard. (Clerk's Note: There was no public comment at this time.) Ms. Baum then asked each team to present an overview of what was learned through the previous activity, to which each team shared their insights.

Building Department Director Joel Dramis discussed that at the Citizen's Summit, kids spent the majority of their 'city money' on Public Safety, and Economic Development Administrator Elijah Wooten discussed being the

safest city, but residents were still viewing safety as an issue. The perception of social media was discussed, and Vice Mayor Caraballo discussed the expectation of the data being worse than it actually was and having things not be as bad as anticipated. It was also discussed that the City was taking major steps to address issues, and City Manager Merejo discussed how to address improvements for the north/south roadway systems.

Mayor Martin discussed trying to switch the narrative to focus on the City completing projects, and Emergency Operations Director Billy Weinshank discussed that public satisfaction was going down and getting the word out to negate false perceptions. Councilman Bonna discussed looking at scientific data to get a bigger picture of what was going on, and Public Works Director Colt Schwerdt discussed enhancing the meetings with the Police Department to discuss infrastructure to help mitigate traffic issues. Solid Waste Director Mariana Feldpausch discussed that new residents did not think there was a traffic problem, but residents that have been in the City for a while did see an issue, so they could address this to help inform them that it could be their perception. Vice Mayor Caraballo discussed creating goals to help change the narrative, and Ms. Savage-Dunham discussed how they could help residents embrace changes.

Ms. Baum introduced the next activity and had the Council and Staff individually contemplate the insights that were shared and utilize a 'how might we' approach to the solutions. Once completed, the Council and Staff reviewed each other's 'how might we' statements and voted for their favorite one.

The activity began at 1:50 p.m., and was completed at 2:20 p.m.

A break was called at 2:20 p.m., and the meeting resumed at 2:50 p.m.

Ms. Baum introduced the "Design Breath" and discussed convergence, emergence, and divergence. She had the Council and Staff review the top 'how might we' statements of each group and vote for their favorite amongst them. Ms. Baum then asked Council and Staff to group into pairs and refine a few of the statements for the next session.

To conclude the meeting, Ms. Baum had the Council and Staff write down one thing they enjoyed, one thing that challenged them, and what they would bring to the next session, and then share their thoughts with someone next to them.

## 6. Adjourn

There being no further discussion, the meeting adjourned at 3:59 p.m.

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Sally Walsh, City Clerk

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Jasmin De Freese, Deputy City Clerk