

City of Port St. Lucie

Strategic Planning Session

Meeting Minutes - Draft

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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Wednesday, October 23, 2024

8:00 AM

**Promenade on the River 2240 SE
Veterans Memorial Pkwy, Port St
Lucie, FL 34952**

Next Steps Workshop

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 Deputy City Manager Parmelee on October 23, 2024, at 8:52 a.m., at Promenade on the River, 2240 SE Veterans Memorial Parkway, Port St. Lucie, Florida, 34952.

2. Roll Call

Council Members Present:
Mayor Shannon M. Martin
Vice Mayor Jolien Caraballo
Councilwoman Stephanie Morgan
Councilman David Pickett (arrived at 2:34 p.m.)
Councilman Anthony Bonna

3. Pledge of Allegiance

This item was not heard.

4. Public to be Heard

There was nothing heard under this item.

5. New Business

5.a Hold the 2024-2025 Strategic Plan Mid-Year Design
Workshop and Quarterly PSL STAT Session

[2024-1091](#)

Kate Parmelee, Deputy City Manager, conducted an icebreaker for the group. The team discussed project updates as well as project problem frames (challenges). Under Goal 1, the team discussed how the City did not have the infrastructure to keep up with technology. They discussed how the EOC and the Police Department needed to be together in the center of the City and discussed security needs and prioritized safety over inconvenience. Mayor Martin discussed the need for a Facility Needs Assessment. Neighborhood Services Department staff discussed Solid Waste Ordinances and illegal dumping. Mayor Martin stressed the importance of departments working together and keeping the City Manager informed of issues.

A break was called at 10:12 a.m., and the meeting resumed at 10:42 a.m.

The team discussed the City's tree canopy, and some suggestions included adjusting ordinances to increase the number of trees required when building & language to reduce the removal of trees after the certificate of occupancy is received, review the corridors, promote education, create a landscaping master plan, relocate trees, issue residential permits with exact tree locations, conduct a study on artificial shade vs natural. Staff gave an update on the city gateways and the City Council stated that less is more & requested that staff present a plan/recommendations at the Winter Workshop. The City Council and staff discussed how the signs had to be appropriate for the location and requested that staff prioritize deteriorating signs & add in public art when possible. They added that not all signs had to be replaced.

Under Goal 2, the team discussed how to engage the public on a deeper level when it came to the Comprehensive Plan. Vice Mayor Caraballo suggested establishing bold, simple & engaging workshops based on interest while tying the City's history into it. There was City Council consensus to leave the public spaces frame status quo. Under the strategic growth project, the team discussed a strategy to counteract growth; Vice Mayor Caraballo discussed that landscaping could be an option (help people see green). The team discussed the needs of seniors and how to support vulnerable populations; Mayor Martin suggested that it be tied all together. The City Council requested that the City Manager work with the County, Fort Pierce & other agencies.

Under Goal 3, Sarah Prohaska, Communications Director, introduced the Love Your Block program along with new staff members. Mayor Martin discussed new ways to communicate, factual, information to the residents and Vice Mayor Caraballo suggested using influencers to promote the good in the City. Vice Mayor Caraballo suggested inviting City U grads and

City ambassadors to events (ground breakings, etc.). The team discussed sending out engagement/updates after projects (situational awareness meetings) and the idea of changing 1PSL to MyPSL. Mayor Martin mentioned how Fort Lauderdale branded their stormwater master plan which helps with resident communication. Vice Mayor Caraballo suggested a multi-pronged branding development for projects in the CIP.

A break was called at 12:12 p.m., and the meeting resumed at 1:23 p.m.

Under Goal 4, Deputy City Manager Parmelee gave an update on the Jobs Corridor. The team discussed the need for creative ways to revitalize & create incentives for business development, creating custom solutions for workforce housing. Vice Mayor Caraballo suggested speaking to a local construction company to learn more about costs, etc.; she was not in favor of the City becoming a housing authority. She also recommended that this item be discussed at a workshop. The team discussed employer partnerships (FIU & Cleveland Clinic, Amazon). For the Port St. Lucie tourism plan, the City Council suggested that staff research allowable taxes for the City.

Under Goal 5, Wi-Fi installation in parks projects, Mayor Martin suggested using the state list of sex offenders to prioritize parks nearby. Staff discussed cell towers & Wi-Fi at McCarty Ranch. The City Council requested Gantt charts for meetings (Clerk's Note: Councilman Pickett arrived at this time.) The City Council suggested that staff use a holistic approach for the Facilities Master Plan. The City Council suggested that staff work holistically, partner with other entities and educate those partners on the City's standards when it comes to the transportation plan. Mayor Martin stated that signalization of lights for the Fire Department was another example of education & safety over inconvenience. Mayor Martin requested to add the Culvert Master Plan to the Winter Workshop.

A break was called at 2:55p.m., and the meeting resumed at 3:08 p.m.

Under Goal 6, the City Council & staff discussed the Bonfire event issues. The City Council suggested that staff reassess the event and research moving the event to the Fairgrounds, Clover Field, or another part of the Ranch. Mayor Martin & Councilman Pickett requested that the SoGro amphitheater project be removed from the plan. Staff discussed Recreation Center/Community Center land use & expanding Parks & Recreation programming. Mayor Martin stated that staff needed to review ways of ensuring that developers donate land due to the City and ensure that in the future the donation must be upfront. Vice Mayor Caraballo suggested that staff notify the City Council of plats, etc., to be able to ask

developers on record to commit to donating land.

Under Goal 7, under expanding the 1PSL project, the City Council reiterated that they wanted one app, and they also requested that the City Council have view rights to keep up to date with issues. Under the Charter Review project there was no consensus to review it, but the majority of the Council requested to remove the Charter Review from the Strategic Plan.

Closing remarks were made and Deputy City Manager Parmelee thanked everyone for their hard work.

6. Adjourn

There being no further discussion, the meeting adjourned at 4:38 p.m.

Sally Walsh, City Clerk

Shanna Donleavy, Deputy City Clerk