

City of Port St. Lucie

Strategic Planning Session

Meeting Minutes - Final

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

Please visit www.cityofpsl.com/tv for new public comment options.

Monday, May 6, 2024

8:30 AM

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

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 May 6, 2024, at 8:46 a.m., at Promenade on the River, 2240 SE Veterans Memorial Parkway, Port St. Lucie, Florida, 34952.

2. Roll Call

Councilmembers Present:
Mayor Shannon M. Martin
Vice Mayor Jolien Caraballo
Councilman David Pickett
Councilman Anthony Bonna

Councilmembers Not Present:
Councilwoman Stephanie Morgan

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 Strategic Planning Workshop Day 3

[2024-449](#)

Mayor Martin conducted an icebreaker for the team and then each table presented their ideas for concepts to the group. The group commented on each concept to explain challenges, any problems their concept solved, and any elements that they liked. Staff and the City Council discussed the availability and usage of 200 donated acres along Becker Road.

A break was called at 9:55 a.m., and the meeting resumed at 10:19 a.m.

Kate Parmelee, Deputy City Manager, inquired as to how staff and the City Council could use all of the obtained information to move the City forward. Deputy City Manager Parmelee asked the group to review each of the City's Strategic Goals and Mayor Martin directed the team to focus on the future needs of the City. The team conducted the "Start, Stop, Continue, or Modify" exercise goal by goal. Under Goal 1, the City Council requested that initiatives/projects be in the Strategic Plan and discussed with them prior to the projects moving forward. The City Council discussed modifying the litter enforcement item. The City Council gave consensus on a Police District Growth Plan. The team discussed having a centralized emergency center and discussed possible location areas such as Becker Road, Cameo, or west of Gatlin Boulevard. Mayor Martin informed the team that she would be visiting Tampa to review their center/system and encouraged the Police Department to share their top center/systems with her. The team discussed modifying the Tree Canopy Ordinance/Tree Challenge.

Vice Mayor Caraballo moved to adopt Goal 1 as stated. Councilman Pickett seconded the motion, which passed unanimously by voice vote. Councilman Bonna stated that he was fine with conceptually approving but wanted it to come back for final approval.

A break was called at 11:55 a.m., and the meeting resumed at 1:00 p.m.

Under Goal 2, Mayor Martin voiced how "vibrant neighborhoods" was a difficult title and the most difficult goal to explain to the residents. The City Council agreed to rebrand or streamline the goal to include "high-performing spaces/community/events/public spaces." Mayor Martin requested that staff research the top ten cities and their neighborhood engagements to see what they are doing to really impact a larger amount of people within a certain area. It was the City Council consensus to remove fitness shade structures from the plan, as it should automatically be part of installation. The City Manager stated that staff needed to provide the whole picture to the City Council, so they can make holistic decisions. Carmen Capezzuto, Neighborhood Services Director, suggested that a residency timeline or goal question be asked on the citizen survey as there is a divide between old and new residents. Councilman Bonna voiced that

the affordable housing issue should be tied into another goal, such as “well-planned communities”. Vice Mayor Caraballo stated that the affordable housing issue must be fully understood by the City Council. Elijah Wooten, Economic Development Administrator, stated that other cities tie economic development to workforce housing. The team discussed housing strategies that would enhance the neighborhoods. Vice Mayor Caraballo voiced that staff could create a housing strategy for well-planned communities.

The team discussed what qualified as a City event. The City Manager stated that a discussion on event funding needed to take place. Brad Keen, Assistant Parks & Recreation Director, stated that multiple departments worked together for events but the City Council may want to refine the procedure. Councilman Pickett stated that event competition within the City will grow and Councilman Bonna stated that consolidated event coordination should be added under the High Performing Government Organization Goal. Mayor Martin voiced that she looked forward to reviewing the statistics on the upcoming events to ensure that the event participation matched funding, value and resources that were expended.

Councilman Pickett moved to direct staff to rework Goal 2 and bring it back to the City Council. Vice Mayor Caraballo seconded the motion, which passed unanimously by voice vote.

Under Goal 3, there was consensus for the utilization of AI, and the team discussed how they could reach more residents & and have more public engagement; the idea of a mobile City Hall was discussed. Colt Schwerdt, Public Works Director, informed the team that there was an initiative started for solar streets. Mayor Martin recommended that the City find grants for pilot programs related to smart/ green streets. The City Manager stated that the City could explore partnerships with universities, specifically when the 200 acres become available. The team discussed the SoGro acquisition and it was the consensus of the City Council to have the City Manager meet with developers and bring back SoGro plans to the City Council via an informal meeting. Mary Savage-Dunham, Planning & Zoning Director, stated that the Planning & Zoning Department had a list of all developers who owned the City land and suggested that the City become consistent across the board with developers. Deputy City Manager Parmelee suggested that strategic land acquisition be a priority as well as tightening expectations for developers.

Councilman Pickett moved to accept Goal 3. Councilman Bonna seconded the motion, which passed unanimously by voice vote.

Under Goal 4, it was the consensus of the City Council to move all the “starts” into the Strategic Plan. Vice Mayor Caraballo discussed the Lakeland Arts Center. It was the consensus of the City Council to overlay the Village Green Drive and City Center Master Plan. Deputy City Manager Parmelee stated that the housing strategy would be added under this goal.

Vice Mayor Caraballo moved to accept Goal 4. Councilman Pickett seconded the motion. Under discussion, Councilman Bonna listed his suggestions for new goal titles. The motion passed unanimously by voice vote.

Under Goal 5, the team had a discussion on the Half-Cent Surtax. Vice Mayor Caraballo suggested that the City ask the residents what they want to spend tax money on in the next Citizen Survey. The team discussed increasing mobility/transportation for City events and speed enforcement. The team discussed the public transit system and suggested that it be an item for a Workshop.

Councilman Pickett moved to accept Goal 5. Councilman Bonna seconded the motion, which passed unanimously by voice vote.

Under Goal 6, the team discussed creating an Arts Center at the St. Lucie West movie theater location. Mayor Martin stated that the City needed partnerships to fund an arts center. The consensus of the City Council was to include a feasibility study or to envision a plan for an arts center. Councilman Bonna voiced that east/west side division talks had to stop, projects had to benefit the City as a whole, no matter the location. Ms. Savage-Dunham informed the City Council that there was availability for senior park grants. Mayor Martin urged the team to start thinking about resources for seniors and the team suggested that it be added under the “quality of life” goal; they also discussed reviewing the blue zone data & aging housing. It was the consensus of the City Council to remove McCarty Ranch amphitheater. Mayor Martin stated that the City may need to start charging entrance fees for events and requested the return of investment of the bonfire. Vice Mayor Caraballo stated that the City may want to review the event planning economics with/without a consultant.

Councilman Pickett moved to approve Goal 6. Vice Mayor Caraballo seconded the motion, which passed unanimously by voice vote.

Under Goal 7, the team discussed the Tourism Board as well as the hotel tax. Deputy City Manager Parmelee suggested that they advocate to be the lead of the Heart of the Treasure Coast. The City Council agreed that it

was an administrative task to be responsible for the employee flex benefits as they were not set by the City Council. The team discussed whether there was a need for another City Hall location at some point in the future. The team discussed a more efficient communication system, and informal meeting procedures. Councilman Bonna discussed maintaining the milage rate in the future & the team discussed tax education for residents. Mayor Martin requested the data on the City's tax tool. Vice Mayor Caraballo suggested splitting the website up into service and education pieces. Linda McCarthy, Executive Director of Business Development, informed the City Council that the draft report for the sponsorship policy (revenue from special events) would be presented in June & the team discussed endowments and the option of a 501(c)(3) but did not feel that it had to be added into the Strategic Plan at this time. Under the Wildcard, the team discussed the need to be prepared for a strategic annexation discussion in the future. Deputy City Manager Parmelee stated that vertical planning for the City and payment kiosks could be discussions under a different goal.

Councilman Pickett moved to approve Goal 7. Councilman Bonna seconded the motion, which passed unanimously by voice vote.

Mayor Martin and Vice Mayor Caraballo suggested creating a short Strategic Planning meeting to check in with staff half-way through the year.

6. Adjourn

There being no further discussion, the meeting adjourned at 5:02 p.m.

Calleigh Nazario, City Clerk Administrator

Shanna Donleavy, Deputy City Clerk