

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, March 8, 2023

8:00 AM

**Sandpiper Bay Resort 4500 SE Pine
Valley Street, Atlantic South Room**

1. Meeting Called to Order

A Strategic Planning Session of the CITY COUNCIL of the City of Port St. Lucie was called to order by Mayor Martin on March 8, 2023, at 8:49 AM, at the Sandpiper Bay All Inclusive Resort, 4500 SE Pine Valley Street, Port St. Lucie, Florida, 34952.

2. Roll Call

Council Members Present:

Mayor Shannon Martin

Vice Mayor Jolien Caraballo

Councilwoman Stephanie Morgan

Councilman Dave Pickett

Councilman Anthony Bonna

3. Pledge of Allegiance

Mayor Martin led the assembly in reciting the Pledge of Allegiance.

4. Public to be Heard

Diane Goldberg, spoke about water quality in the City of Port St. Lucie.

5. New Business

5.a Hold the 2023 Strategic Planning & Visioning Workshop

[2023-249](#)

Kate Parmelee, Strategic Initiatives Director, provided the Council with an overview summary of today's workshop and discussed envisioning a 200-year journey. (Clerk's Note: A PowerPoint Presentation was shown

at this time.) She asked the Council to consider their own 200-year present and think about their own Kairos moments. Ms. Parmelee presented her 205-year journey.

A recess was called at 9:02 AM, and the meeting resumed at 9:06 AM.

Council Members shared their 200-year journey and Kairos moments. Mayor Martin and Vice Mayor Caraballo discussed the importance of the Council to plan for the City's future. Will Ketchum from North Star Place Branding & Marketing discussed the City's plans to initiate the City's brand change. (Clerk's Note: A PowerPoint Presentation was shown at this time.) Councilman Pickett inquired about the timeline for the branding process, to which Mr. Ketchum indicated the research and strategy phase would take three to four months. Sarah Prohaska, Communications Director, explained that it will be by the end of fall or early winter. Vice Mayor Caraballo provided her thoughts as to her vision for branding of the City. Councilwoman Morgan echoed Vice Mayor Caraballo's thoughts. Councilman Bonna discussed the various attractions that will soon come to the community that will attract people. Mayor Martin indicated she feels the City has transitioned from a bedroom community to a place that provides retail/jobs and retains the small-town feel. She discussed the various attractions such as parks and murals within the City. Mayor Martin suggested moving away from categorizing the City as a bedroom community as it can carry a negative connotation and would like to shift and build a new identity on what the City is now and in the future. Councilman Bonna discussed on the City being a place where everyone feels welcomed and can have a successful and happy life. Councilman Pickett mentioned residents from other communities are finally coming to the City to find jobs and the need to somehow incorporate that into the City's new branding.

Mr. Ketchum asked the Council what the objective was of the City's branding, to which Vice Mayor Caraballo stated she would like to unify the community. The City Council agreed with Vice Mayor Caraballo and discussed the need to unify the City.

Ms. Prohaska discussed the various stages as they move forward with the City's rebranding. She reported on topics mentioned by high school kids during the focus group held at a local high school. Ms. Prohaska explained the kids touched on the following topics: nature, safety, and trails.

A recess was called at 10:10 AM, and the meeting resumed at 10:42 AM.

Ms. Parmelee discussed the results from the 2023 National Community Survey and Citizen Summit. It was the consensus of the City Council to adjust the time between the Winter Workshop and Strategic Planning Session. Ms. Parmelee reviewed the graph indicating the importance of various topics within the City's National Community Survey results. She reported that the top three priorities residents would like to focus on were traffic and roads, general mobility, taxes, safety, and economic activity. Mayor Martin suggested continuously educating residents about taxes year-round to help them understand that the City only controls a few lines of their tax bill. Councilman Bonna stated that there should be a constant conversation regarding the City only making up 22% of their tax bill. Councilwoman Morgan suggested working with the St. Lucie Realtor's Association to bring tax awareness to the new home buyers. Councilman Bonna suggested highlighting incremental tax rate decreases to the residents. Ms. Parmelee recommended readdressing those surveyed to find out the specific tax concerns to learn more about the feedback initially provided. Vice Mayor Caraballo suggested obtaining more information about transportation and mobility as those continue to be a challenge and the need to extract specific information to improve the traffic and provide additional mobility within the City.

Ms. Parmelee discussed the results for Goal 1: Safe from the National Community Survey and the Citizen Summit. Vice Mayor Caraballo indicated she would like to discuss effective traffic calming throughout the City. Ms. Parmelee reported the results for Goal 1: Clean & Beautiful feedback from the National Community Survey and the Citizen Summit.

Ms. Parmelee discussed the results for Goal 2: Vibrant Neighborhoods from the National Community Survey and the Citizen Summit. Vice Mayor Caraballo expressed she feels as though the City is forming a larger divide between the east and west. Mayor Martin agreed with Vice Mayor Caraballo's sentiments. The Council discussed the various demographics of residents that often submit complaints to the Council Office. Councilman Bonna expressed concern over the lower results with sense of community. Mayor Martin stated she would like to see a change in City University to help aid the City with educating the residents.

Ms. Parmelee reported the results for Goal 3: Smart & Connected City from the National Community Survey and the Citizen Summit. Mayor Martin stated she would like additional feedback as it relates to the residents' connection and engagement with their community. Councilman Bonna stated it was important to engage the resident attention and continue to be innovative with communicating with the public. Dr. Kim DeLaney, Treasure Coast Regional Planning Council, stated the City branding would allow the City to engage its residents. Vice Mayor Caraballo stated she would like the City to provide text messages to residents and for the text message to include a website link or article. Ms. Prohaska confirmed the Communications Department was currently working on providing a text messaging service for the City and that Staff was actively seeking residents to sign up. Vice Mayor Caraballo inquired if the City could use the resident data it has to allow residents to sign up as a one time use for the City's text messaging service. Mayor Martin suggested educating residents over items the City Council has no control over such as schools and bridges. The Council discussed the potential to effectively update City Ordinances.

A recess was called at 12:09 PM, and the meeting resumed at 1:13 PM.

Ms. Parmelee reported the results for Goal 4: Diverse Economy & Employment Opportunities from the National Community Survey and the Citizen Summit. The City Council discussed public transportation options for the City.

Ms. Parmelee reported the results for Goal 5: High Quality Infrastructure & Facilities from the National Community Survey and the Citizen Summit. Vice Mayor Caraballo suggested allowing residents to implement street sidewalks like the street light program. The City Council had a discussion regarding the future of sidewalks for the City and educating City residents on reoccurring topics.

Ms. Parmelee reported the results for Goal 6: Culture, Nature & Fun Activities from the National Community Survey and the Citizen Summit. The City Council discussed recreational programs offered in the City. Assistant Director to the Parks and Recreation Department Brad Keen discussed the need for a recreational center in the City. The City Council discussed ways to educate the residents about the City's public spaces. Mayor Martin discussed the need to create events geared

towards teenagers. Vice Mayor Caraballo suggested a gaming event such as Comic-Con. Linda McCarthy, Event Center Director, discussed the logistics of producing a gaming event at the Event Center. Vice Mayor Caraballo requested to review the data for the following items: programs offered by the City of Port St. Lucie and the attendance records for all programs. She also requested the data from the City of West Palm Beach, as it related to Sunfest attendance and the revenue generated versus the expenses.

Ms. Parmelee reported the results for Goal 7: High Performing Government Organization from the National Community Survey and the Citizen Summit.

Dr. DeLaney discussed formulating a vision statement, mission statement and an elevator speech for the City. (Clerk's Note: A PowerPoint Presentation was shown at this time.) She provided the Council with examples of mission and vision statements for various brands and cities. The City Council discussed their thoughts on a new City mission and vision statement.

A recess was called at 3:17 PM, and the meeting resumed at 3:45 PM.

Mr. Ketchum spoke about the importance of coming up with a cohesive mission and vision statement for the City. Ms. Parmelee, Vice Mayor Caraballo, and Mayor Martin provided closing statements for the day.

6. Adjourn

There being no further business, the meeting adjourned at 3:55 PM.

Bryan Pankhurst, Acting City Clerk

Daisy Ruiz, Deputy City Clerk