



Saturday, February 29, 2020, 9:00am – 3:00pm

Strategic Planning / Community Workshop

<p>Warm-Up Activity</p>	<p style="text-align: center;"><u>Celebrating Treasure Island’s 5-Year Successes and Strengths:</u></p> <p>Welcome! Please enjoy coffee and add a 5-year <i>success or strength</i> we can celebrate, on the flipcharts at the front of the room:</p> <ul style="list-style-type: none"> • Community (tourism, business, recreation) <ul style="list-style-type: none"> ○ Goal 8: Rejuvenate the City’s business and tourist areas. • Environmental (beaches, neighborhoods, parks) <ul style="list-style-type: none"> ○ Goal 4: Preserve, protect, and promote the City’s beach. ○ Goal 5: Closely manage the intensity of redevelopment consistent with the character and scale of the community. ○ Goal 7: Preserve the City’s unique and high-quality neighborhoods. • Infrastructure (facilities, parking, seawalls, sewer, roads, etc.) <ul style="list-style-type: none"> ○ Goal 2: Create and maintain functional and cost-effective City facilities and grounds to serve the needs of the community. ○ Goal 3: Proactively maintain and improve infrastructure that meets the future needs of the City. • Financial (funding, grants, rate structure, operational efficiencies) <ul style="list-style-type: none"> ○ Goal 1: Strengthen the financial stability of the City in an ever-changing economic environment ○ Goal 6: Hire, develop, support and retain a diverse workforce that is focused on customer service and delivering high quality services to the City. • Other
<p>9:00am – 10:00am</p>	<p style="text-align: center;"><u>Welcome and Objectives</u></p> <ul style="list-style-type: none"> • Welcome: Garry Brumback, City Manager, City of Treasure Island • Session Objectives and Collaborative Process: Collaborative Labs Team • We will invite Participants to share 5-Year Strengths and Successes we can celebrate and leverage as we launch into building our next 5-Year Strategic Plan!
<p>10:00am – 12:00pm</p>	<p style="text-align: center;"><u>Envisioning our 2025 Ideal Future & Goals</u></p> <p>We will deploy into teams to envision the City of Treasure Island’s Ideal 2025 Vision.</p> <p>Teams will reference and refresh The City of Treasure Island’s current Vision, Mission and Values as they develop compelling magazine covers that describe our Overarching Ideal 2025 Vision as a main headline. Additionally, teams will create three “sub-headlines” that describe 2025 Strategic Goals for the City of Treasure Island that enable the realization of our vision in any of the following strategic areas:</p> <ul style="list-style-type: none"> • Community (tourism, business, recreation) • Environmental (beaches, neighborhoods, parks) • Infrastructure (facilities, parking, seawalls, sewer, roads, etc.) • Financial (funding, grants, rate structure, operational efficiencies)



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<p>10:00am – 12:00pm (cont'd)</p>	<p>We will reconvene as a full group to review each team’s magazine cover and we will synthesize and prioritize the City of Treasure Island’s 2025 Vision and Goals.</p> <p>We will also hear highlights and next steps before we thank our Board Members, elected officials and community members for their important part in creating a compelling 5-Year plan that will ensure the City of Treasure Island’s greatest impact on our community.</p>
<p>12:00pm – 12:30pm</p>	<p style="text-align: center;"><u>Break for Lunch</u></p> <p>Board members, elected officials and community members will be invited to stay for a brief lunch before adjourning for the day.</p>
<p>12:30pm – 3:00pm</p>	<p style="text-align: center;"><u>Building our Bold Action Plan to Mobilize our 2025 Vision & Goals</u></p> <p>City Teams will “self-select into one of the Strategic Areas and will begin building the first iteration of our Bold Action Plan, including: Objectives/1-Year Bold Actions/Champions/Success Metrics/Timeline for each area:</p> <ul style="list-style-type: none"> • Community (tourism, business, recreation) • Environmental (beaches, neighborhoods, parks) • Infrastructure (facilities, parking, seawalls, sewer, roads, etc.) • Financial (funding, grants, rate structure, operational efficiencies) <p>Wrap-Up and Next Steps: We will close a productive day with highlights from the City Manager and next steps for success!</p>

City of Treasure Island’s Current Vision, Mission and Values

- **Vision:** Treasure Island...Where Charm meets contemporary.
- **Mission:** We are dedicated to being good fiscal and environmental stewards of our community, while providing responsive, high-quality public services to meet the needs of our residents, business owners and visitors today and tomorrow.
- **Values:**
 - **Fairness:** We make decisions that in in the public’s best interest through objectivity and impartiality.
 - **Integrity:** We will be guided by strong ethical principles and conduct ourselves in an honest and transparent way.
 - **Proactivity:** We are proactive in preparing for the future.
 - **Respect:** We treat our community with mutual respect and sensitivity, recognizing the importance of diversity, by valuing all contributions.
 - **Responsiveness:** We are accessible and adaptive to the needs to our community.

Helpful Strategic Planning Definitions

- **Vision:** An aspirational description of what we want to achieve in the future.
- **Goal:** An observable and measurable end result achieved within a specific timeframe.
- **Strategy:** A method or plan chosen to bring about a desired future, such as an achieving a goal.
- **Objective:** A detailed action by which a strategy is carried out.
- **Success Metric:** A number or quantity that records a directly observable value.
- **Champion:** Person willing to accept responsibility for the implementation of a goal, strategy and/or tactic.