



City of Mexico Beach
Planning & Zoning Board
Tuesday, November 29, 2016
Workshop 6:00 P.M.
Civic Center – 105 N. 31st Street

Post 1 Don Coakley
Post 2 Jim Bush
Post 3 Jack Kerigan
Post 4 Joe Thiel
Post 5 Denise Kidder

Alternate Post 1
Alternate Post 2

Bill Driver
Elizabeth Wilker

ROLL CALL

DISCUSSION ITEMS:

1. Public engagement.

ADJOURN

*Anyone deciding to appeal a decision by the Board on any matter considered at this or any subsequent meeting will need a record of the proceedings, and for purposes of that appeal, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

**You are hereby notified that in accordance with Florida Statutes, you have the right to appeal any decision made by the Board with respect to any matter considered at the above referenced meeting. You may need to ensure that a verbatim record of the proceedings is made which may need to include evidence and testimony upon which the appeal is based. Any person requiring a special accommodation at this meeting because of a disability or physical impairment should contact Adrian Welle, City Clerk, at 114 N 22nd Street, Mexico Beach, Florida 32410; or by phone at (850) 648-5700 at least five calendar days prior to the meeting. If you are hearing or speech impaired, and you possess TDD equipment, you may contact the City Clerk using the Florida Dual Party Relay System, which can be reached at 1-800-955-8770 (TDD).

In order of priority:

- 1- We are supposed to insure all of our decisions are consistent with the Comp Plan and compliant with the Code. However, neither the Comp Plan nor LDR specify the City's vision/goals for growth. It is possible that Section I (2)(a) of the Comp Plan and 1.04.00 B of the LDR can be interpreted as providing this information, but I believe both sections are vague and open to personal interpretation.

I realize that this is an Issue for the Council, but to me both sections would be much easier to comprehend if the Council would clarify their intent in simpler form like-

(a) (for example) the intent of the Comp Plan is to "manage growth in a manner that promotes the general welfare, protects resources, and is consistent with City infrastructure"

(b) the goals of the LDR might be (for example, but not limited to):

"promote the public welfare
prevent overcrowding
maintain pleasing area aesthetics
protect the area and natural resources
maintain public safety
retain property values
insure property rights consistent with the general welfare
etc."

I believe that the Comp Plan should establish general intent and the LDR should spell out specific goals that are measurable.... this would not only simplify what we do by making it easy to do the right thing, but it would also give the public a better understanding of what the City wants to accomplish/anticipate as far as growth is concerned

- 2- Again, this issue is completely up to the Council and would require us to obtain the support of a Council member to sponsor it.

I believe that the public would greatly benefit from an annual public briefing based on the Comp Plan/LDR. I would envision an annual briefing providing (1) a general overview of the City's vision as it pertains to growth and how the Comp Plan/LDR supports that vision. The public would then be briefed on (2) growth over the last year, (3) projected growth/projects for the next year and (4) envisioned growth over the next five years. Each portion of the briefing would be followed by a period for public comment before going on to the next issue.

Such a briefing would not only give the public a thorough understanding of where the City is going and why, but it would also provide a large degree community input. Other benefits include giving the public a degree of predictability and certainty as far as City

actions are concerned and helping insure that any and all applicants receive fair treatment if they bring growth actions before the Council.

- 3- Adrian has confirmed that meeting agendas are available for the public when they enter a meeting and that they are also listed by date on the *Public Meetings* tab of the City Website. I don't know when the agendas and packets are posted, but to be most informative I believe they should be posted at least three (3) working days before the scheduled meeting.

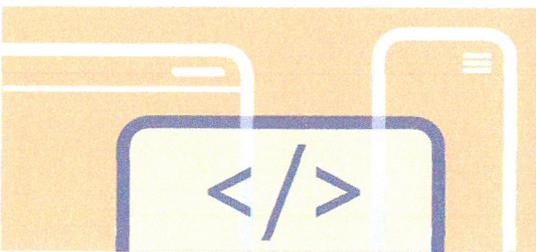
Agendas and packets can always be amended should something change between the posting date and the actual meeting.

- 4- The *Events* tab on the City website does a pretty good job keeping the public informed about what is going on, but there is no way for the public to use the website to voice their concerns/suggestions. I assume that this would be the call of the City Manager, but having a *Contact Us* ready-made link on the *City Hall* tab would provide a convenient way for the public to be heard outside of speaking at Council/PZB meetings.

The only idea I have about how to conduct surveys other than the already suggested "include it with the water bill" idea, would be to include one on the website.

- 5- The monthly electronic Mexico Beach Newsletter currently only covers social events/conversational items. Is there a possibility of expanding it to include governmental issues that the public might be interested in?
- 6- I believe that the PZB should have published rules of procedure. If there are such rules for the Council, then we can adopt the same rules. If not, then develop formal procedures IAW Chapter IV of the FLA Planning Officials Handbook. Above all, these procedures should be made known to the public by posting them at meetings. This doesn't mean that the rules must be strictly adhered to, but rather they should serve as a template for how meetings are held based on public interest. (For example – the time allotted for each public comment can be adjusted for each meeting based on overall public interest; there is no reason to limit time if only one or two people desire to address the issue at hand, but having rules in place is adamant to having an efficient PZB meeting if 25 people desire to address a specific subject.)

Again, another call for the Council/Manager, but I believe that the Rules of Procedure should be permanently posted under the *Public Meetings* tab on the Mexico Beach website.



6 Things Local Governments Get Wrong About Engagement

Every local government leader will say they want to boost engagement, but many have only a vague idea of what engagement is and how to improve it. By identifying what leaders get wrong, we're aiming to help you get it right.



Meeting Attendance is the Best Measure of Engagement

While in-person attendance at meetings and events is crucial, new digital channels allow governments to more broadly understand and strategize their engagement efforts - and to achieve more meaningful results.



Social Media is the Main Way to Engage with Residents Online

Social channels provide an invaluable resource for connecting with residents, but they're not the only way to connect online. Your agency website can do a lot of heavy lifting that social channels can't, such as providing eNotifications, polling functionality, blog content and more.



There's No Need for Specific Goals

Just knowing your agency wants "more engagement" isn't enough. Try to set measurable goals, whether its attendance, suggestions received, or comments on an issue. With your goals set, you can build a multi-touch strategy to achieve them.



One Size Fits All When Speaking to Different Residents

Rather than blasting a single message across every channel take some time to think about your target audiences. What are key differences between them and how should you refine your communication approach to best speak to their needs.



Reaching Out on One Channel is Enough

Many municipalities rely on one or two channels to get the word out about an issue, whether it's a flyer, a note on the website, or a press release in the media. Instead, consider your audience segments and all the different places you can reach them, online and off. Create an integrated strategy that touches people where they're most likely to be.



An Online Engagement Tool Takes Care of Itself

In the local government market online engagement tools now exist that can be added to your municipal website. Just having one of these tools isn't enough. You have to make sure you're making residents aware of the tool, cross-promoting it and integrating it into larger campaigns to ensure that it gets the visibility it needs to make an impact.