

APPROVED

MINUTES OF THE MEETING

GOVERNING BOARD
OUTREACH AND PLANNING COMMITTEE
SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT

TAMPA, FLORIDA

JANUARY 11, 2011

The Governing Board Outreach and Planning Committee met at 1:05 p.m. on January 11, 2011, at the District's Tampa Service Office for the purpose of 2013 Strategic Plan Development. The following persons were present:

Governing Board Members

Ron Oakley, Chair
Hugh Gramling, Vice Chair
Doug Tharp, Treasurer
Bryan Beswick, Committee Chair
Jennifer Closshey, Committee Vice Chair
Judy Whitehead, Member

Staff Members

David Moore, Executive Director
Lou Kavouras, Deputy Executive Director
Kurt Fritsch, Interim Deputy Executive Director
Roy Mazur, Planning Director

Administrative Support

Paula McCleery, Administrative Supervisor

1. **Meeting Purpose**

Committee Chair Beswick called the meeting to order. He said the primary focus of the meeting is to discuss and develop a consensus regarding the District's Mission and Vision Statements and if time permits, a slogan for the District will also be discussed. Chair Beswick said the Governing Board has stated the importance of strategic planning and appointed Ms. Closshey as the liaison in this effort. Ms. Closshey noted that in the time she has been on the Governing Board she has seen an increase in interest and involvement in the development and implementation of each Strategic Plan. At this time, Mr. Moore described the staff's perspective for this process and how we are looking to engage all Board members to have a complete and comprehensive review of our existing Plan so it can be modified as needed in order to develop the 2013 Strategic Plan. Mr. Moore said the Board had asked for the Strategic Plan to be tied to the budgeting process. He said a critical element to the update process is to determine the level of detail that should go into the Plan. Additionally, Mr. Moore said emerging issues that need to be considered include: enhanced springs protection, solutions to the Central Florida Coordination Area issues, fiscal accountability, regulatory streamlining and enhanced online and electronic permitting. Lastly, he said the Strategic Plan needs to be dynamic and not static, as it is a continuing update process.

2. **Review and Approval of Proposed Schedule**

Ms. Lou Kavouras noted the 2012-2016 Strategic Plan approved at the November 2010 Governing Board meeting is the Plan currently being used to develop the FY2012 budget, as well as being used to evaluate all of the 2012 cooperative funding proposals received the first week of December. She said updates that are made to the current Plan will be used to develop the FY2013 budget. Ms. Kavouras said the objective is to finalize the 2013 Plan before the end of this calendar year which will assist local governments that are submitting cooperative funding projects to see the direction the District is headed in. The initial step is to review and set the District's Mission and Vision statements, and then staff will incrementally go through each Area of Responsibility for the Committee to identify specific strategic initiatives. After review of the proposed schedule, Committee members decided to meet monthly and then report back to the full Governing Board on the outcome and progress of each meeting. This will allow for the updated Plan to be approved later this year by the Governing Board.

3. **Review of the District's Mission**

Mr. Mazur provided handouts of the District's current Mission and Vision statements, and examples of suggestions for the Committee's consideration. He also provided some suggestions for a Slogan for the District to adopt. The Committee discussed, at length, several ideas and options for the Mission Statement and agreed upon the need to balance the strategic yet operational issues with the emerging issues that Mr. Moore identified in his opening statements. The Committee identified three potential Mission Statements, but it was decided that they would like to give it further thought and to resume the discussion at a future meeting. Ms. Closshey requested for staff to provide a list of stakeholders for the Committee's consideration and references to assist them in developing the Mission Statement. Mr. Moore reviewed the current Vision Statement and suggested alternatives for the Committee's consideration and asked for them to bring back their ideas at their next meeting.

4. **Next Steps**

The next meeting is scheduled for February 10, 2011, in the Tampa Service Office. The Committee requested for staff to advise them of what is essential to get accomplished at each of their meetings.

5. **Adjournment**

Committee Chair Beswick adjourned the meeting at 3:20 p.m.