



MEMORANDUM

To: Honorable Mayor and Town Council
From: Rafael G. Casals, Town Manager
Date: October 15, 2014
Re: Adoption of the Town's Strategic Master Plan Update (2014-19)

REQUEST

A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, RELATING TO THE ADOPTION OF THE 2014-19 STRATEGIC MASTER PLAN; AND PROVIDING AN EFFECTIVE DATE.

BACKGROUND AND ANALYSIS

For the past several months, the Town has hosted a series of eight (8) Public Involvement meetings which, have been publically advertised in local newspapers, website, blast emails, and via electronic message boards placed throughout the Town. As in the process for the first Strategic Master Plan, the series of Public Involvement meetings have encouraged maximum public participation where both our residents and business community have articulated and voted on their personal priorities projected for the next five (5) years: 2014-19.

The Town's first Strategic Master Plan, was adopted unanimously via Resolution # 06-103 in 2006, shortly after our incorporation and the election of the first Mayor and Council members. Assisting us in this effort was former City of Miami – City Manager, County Manager, and Miami-Dade County School Board Superintendent – Mr. Merrett Stierheim, who was contracted in 2006 to guide the new municipality through its development of the first Strategic Master Plan.

In order to obtain a historical prospective/progress report, from our 2006 Strategic Master Plan, I contracted once again with Mr. Stierheim, to guide Town staff through our second Strategic Master Plan (2014-19). During our eight (8) Public Involvement meetings, both Mr. Stierheim and I moderated each meeting, in order to stimulate dialogue and receive comments/inputs/suggestions from participants.

In addition to our series of Public Involvement meetings with the community, both Mr. Stierheim and I met individually with the Mayor and Council Members. The purpose for the one-on-one meetings was to; receive direct feedback/comments regarding the Town's goals. Additionally, we met collectively with all the Town's Department Heads, including the Town





Clerk to receive their inputs/comments regarding their vision, the meeting was a “free-flowing” meeting. During this meeting, we were able to obtain direct input from our Senior Management Staff which play a major role in delivering daily services to our Town residents and business community.

Over the past eight (8) years, our Town has grown and flourished in more ways than one and it would not have been possible without the collective leadership and dedication provided by each individual Council Member.

In order to realize the Town’s Vision and achieve its Mission, Town Government must deliver outstanding results in each of the nine (9) different Strategic Achievement Categories:

- #1 Resident Friendly and Responsive Town Government
- #2 Financial Stability and Sustainability
- #3 Growth Management and Infrastructure Needs
- #4 Economic and Business Development
- #5 Community Identity, Unity and Pride
- #6 Public Safety
- #7 Parks and Recreation
- #8 Codes and Code Enforcement
- #9 Public Works

For each Strategic Achievement Category, the Town identified several Goals. The Strategic Master Plan report is formatted utilizing an “easy to read” three (3) column chart that lists each Objective, Activity and Milestone/Measure required to reach the identified Goal(s). The Town will realize each objective by completing the “Activities” listed in the second column of the chart. These activities were selected based on Public Input received during the eight (8) Public Involvement Workshops/Meetings. Finally, the Town has established “Measures & Milestones” in order to monitor how effectively the Town is implementing the Proposed 2014-19 Strategic Master Plan.

For Example:

Objective	Activities	Measures & Milestones
The Town will improve outreach practices used to inform residents about Town Activities/Events	The Town will adopt Public and Media Relations Policies and Procedures.	To be completed in Fiscal Year 2014-15. Council to adopt a formal Media Relations Policy via resolution.

RECOMMENDATION

It is recommended that the Mayor and Town Council adopt the updated 2014-19 Strategic Master Plan.

