



# MIAMI BEACH

**City of Miami Beach - City Commission Retreat  
South Beach Marriott  
161 Ocean Dr. Ocean View Boardroom  
Friday, April 27, 2007**

Mayor David Dermer	Present
Vice-Mayor Michael Góngora	Present
Commissioner Matti Herrera Bower	Present
Commissioner Simon Cruz	Present
Commissioner Saul Gross	Present
Commissioner Jerry Libbin	Present
Commissioner Richard L. Steinberg	Present

City Manager Jorge M. Gonzalez	Present
City Clerk Robert E. Parcher	Present
City Attorney Jose Smith	Present

Day 1 of the two-day City Commission Retreat.

Ms. Kathie Brooks, Director of the Office of Budget and Performance Improvements, was present. Dr. Rick Jensen, Ph. D. and founder of the Performance Enhancement Center facilitated the meeting. Rosario Porpora, Hay Group, was present.

The meeting started at approximately 10:20 a.m.

Jorge Gonzalez, City Manager, reviewed the agenda and stated that today's meeting is to review the most recent survey data. Tomorrow's meeting will be budget related.

Dr. Jensen, meeting facilitator, reviewed the paradigm shifts:

1. Request and use of essential data and information to make decisions.
2. Willingness to discuss what the "customer" (not the squeaky wheel) truly thinks.
3. Process for making budgetary allocations that are in alignment with citywide priorities.
4. Ability to link priorities to KIO's to measure results via measurement/accountability
5. The willingness of the Commission to lead at the Commission level.

There was a discussion regarding the process of funneling City Commission constituents' requests to the Administration through Dolores Mejia. The City Commission indicated that the process is working well.

There was a discussion about the number of neighborhood capital improvement projects either underway or scheduled and there should be a contact point person. Jorge Gonzalez, City Manager, stated that he will inform the Commission via regular updates. **Dolores Mejia to handle.**

There was a discussion about receiving City Commission and Commission Committee Agendas and materials in advance of the meeting. The following schedule was adopted:

Commission Agenda materials delivered 4 days before a meeting.  
Commission Committee Agenda materials delivered 48 hours before the meeting.  
Commission Retreat materials delivered one week before the meeting.

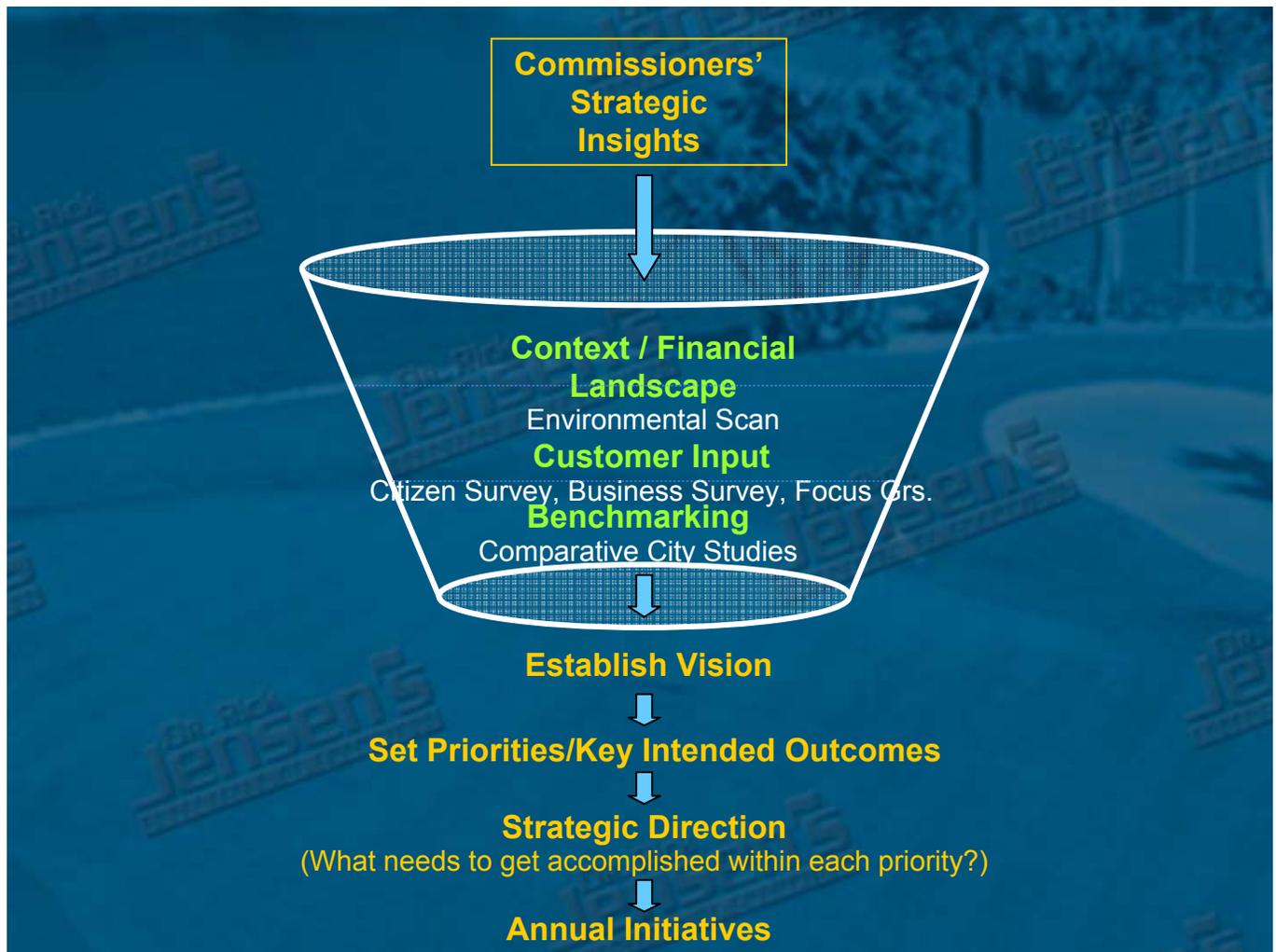
A discussion was also held regarding the scheduling of the Commission Committee meetings in relation to City Commission meetings. A schedule needs to be worked out so that Committee meetings are held in between Commission meetings with enough time for the Committee Agenda to be prepared and distributed and enough time for the action(s) of the Committees to be included in the Commission Agenda materials. **R. Parcher to handle.**

The Commission requested that when there is environmental scan or survey data which supports a Commission Agenda item to reference the data on the Agenda Item summary and tie it back to the KIO. **Department directors to handle.**

There was a general discussion about the North Beach data. Because of the demolition of the flyover and the reconstruction process, and the construction of the Normandy Pool and golf course it was requested to update the survey data or hold focus group meetings in January 2008. **Kathie Brooks to handle.**

The Commission requested that the survey results and the environmental scan data be available at Commission Meetings. **R. Parcher to handle.**

Dr. Jensen reviewed the following:  
How does the commission make decisions?  
How should the commission receive and use essential data and information to make effective decisions?  
How should budgetary allocations be made so that they align with city-wide priorities?



Kathie Brooks, Director of the Office of Budget and Performance Improvements, reviewed the City's Mission statement, Excellence Model, the Environmental Scan Report, the Demographic Breakdown, Economic Overview, the Cleaner KIO scores, the Safer KIO crime rates, Homeless street count, the KIO (Increase Satisfaction with Recreational Programs) figures, the Cultural, Entertainment & Tourism figures, the KIO (Ensure well-designed quality capital projects) figures, and the Financial Sustainability information.

Ms. Brooks was asked to see if she could breakout the condominium sales data by new construction versus existing condominium sales. **Kathie Brooks to handle.**

There was a discussion about the homeless initiative. The point was made that the community should be made aware of the efforts being made by the City. It was stated that the Police Department needs to do more enforcement. Jorge Gonzalez stated that he believes adequate funding is being allocated to this initiative. The question was asked, what are the magnets which are drawing the homeless to Miami Beach? The City Manager asked the Legal Department to research the Pottinger case. **Legal Department to handle.**

In the discussion related to Convention Development Tax (CDT), the Administration was asked to provide the average length of stay on Miami Beach and the disposable income of our visitors. **Kathie Brooks to handle.**

Rosario Porpora, Hay Group, presented the 2007 Community Satisfaction Survey (CSS) results.

During the presentation the following was discussed:

1. The residents want to see sworn police officers getting out of their vehicles and knocking on doors; it was stated that they want more police visibility.
2. When discussing the PowerPoint slide on Construction/Development – Historic Preservation, it was requested to have a breakdown by ethnicity.
3. When discussing the PowerPoint slide on Construction/Development – Business, it was requested to have a breakdown by ethnicity.
4. When discussing the PowerPoint slide on Construction/Development – Housing, the question was asked, how much should the City spend on providing affordable/workforce housing?
5. The statistic regarding 21% of residents pulled building permits seems to be very high and needs to be verified.

It was pointed out that the final PowerPoint slides, "Final Summary", did not address police visibility and affordable housing which the survey identified as priorities.

It was recommended to have a Commission Retreat, following the November election, sometime in January 2008 with the new Commission. **Kathie Brooks to handle.**

The meeting adjourned at approximately 5:10 p.m.

#### Handout or Reference Materials

1. Miami Beach 2007 Community Satisfaction Survey, Executive Summary of Results dated April 2007 – prepared by Rosario Porpora – Hay Group
2. Miami Beach 2007 Satisfaction Survey (CSS) Report of Results –Prepared for Mayor Dermer and City Commissioners dated April 2007
3. Document titled Environmental Scan 2000 – 2007 updated April 24, 2007
4. Document titled City of Miami Beach FY 2005 /06 & FY 2006 / 07 Work Plan Results – Mission, Vision,

Strategic Priorities, and Results

5. LTC 113-2007, May 14, 2007, was prepared as a result of the retreat and is titled: Additional Survey Information -

**End of Report**