BEAUTIFICATION ADVISORY COMMITTEE (BAC) GOALS WORKSHOP 9/13/23

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A. Introduction (3:05 – 3:20pm)

    Short chronology of development of new Resolutions and Goals Workplans.

    Quick review of differences between old and new Resolutions.

B. Goals, Objectives and Methods Presentation (3:30pm – 3:45pm)

    Short presentation describing the three components (Goals, Objectives, Methods) of a Work Plan.

C. Workplan Development Session (3:45pm – 4:30pm)

D. Wrap Up (4:30pm -)

DEVELOPMENT OF NEW RESOLUTIONS AND GOALS WORKPLANS: WHITE PAPER PRESENTATION TO CITY COUNCIL 3/17/23

Highlights:

- Advisory Committees and Boards play an important role in City Government.

- While Committee and Board Members do not draw salaries, there is a cost associated with their work.

- In order to justify this cost, it is imperative that all Committees and Boards operate efficiently and in accordance with their unique missions and rules of procedure that are codified in the City Charter, Ordinance # 99-11.

DEVELOPMENT OF NEW RESOLUTIONS AND GOALS WORKPLANS: WHITE PAPER PRESENTATION TO CITY COUNCIL 3/17/23

After reviewing all of the Resolutions creating the Advisory Committees I identified five areas of concern:

- Lack of standardization of the structure and language used in the Resolutions creating the Advisory Committees.
- Lack of specificity regarding oversight of Advisory Committees.
- Lack of annual goal setting and work plans and measurable objectives.
- Lack of clarification regarding funding, fund raising, and spending money.
- Lack of specificity regarding number of meetings.

DEVELOPMENT OF NEW RESOLUTIONS AND GOALS WORKPLANS: WHITE PAPER PRESENTATION TO CITY COUNCIL 3/17/23

City Council agreed to have me re-write the Resolutions to:

- Standardize the structure and language used in the Resolutions.
- Identify joint oversight of Advisory Committees by City Council and Staff.
- Add Mission Statements to Resolutions.
- Remove goals from documents and make goal setting and work plan development an annual function.
- Add language clarifying funding, fund raising, and spending money.

WHAT IS A GOAL ?

- Broadly speaking, a Goal is a desired outcome.

- Goals are not necessarily measurable.

- When crafting a goal, think of having your feet on the ground and your head in the sky.

- You can also think of a goal as a destination, with Objectives and Methods the stepping stones to get there.

EXAMPLES OF GOALS

- Develop creative ways to enhance the beauty of Marco Island.

- Increase the beauty and appeal of planted street medians and streetscapes.

- Increase the beauty of publicly-owned street cul-de-sacs.

- Increase public awareness of the City's efforts to beautify Marco Island.

- Increase funding for beautification projects through fundraising and grant writing.

OBJECTIVES: THE PATHWAY TO YOUR GOALS

- If a Goal is a destination, Objectives are the stepping stones to get you there.

- While Goals are not necessarily measurable, Objectives are.

- All Objectives answer the question: " Who will do how much of what by when?

EXAMPLE: GOALS AND OBJECTIVES

Goal: Increase the beauty of publicly-owned street cul-de-sacs.

Objective # 1. "By the end of 2024, the Beautification Advisory Committee will identify three cul-de-sacs for beautification projects."

Objective # 2. "By the end of 2024, the Beautification Advisory Committee will present three cul-de-sacs beautification plans to the City Council and Staff Liaisons for approval."

METHODS: THE ACTION STEPS TO ACHIEVE YOUR OBJECTIVES

- An Objective may require the use of several Methods.

- Your committee doesn't have to perform the actions inherent in your Methods. It can recommend specific action steps to others to perform.

- You can recommend staff, volunteer groups, or contracted services.

USING METHODS: AN EXAMPLE

Goal: Increase the beauty of publicly-owned street cul-de-sacs.

Objective # 1. "By the end of 2024, the Beautification Advisory Committee will identify three cul-de-sacs for beautification projects."

- Method # 1: Divide island into sectors for identifying cul-de-sacs and assign them to committee members.

- Method # 2: Divide island into sectors for identifying cul-de-sacs and assign them to volunteer groups such as the Calusa Garden Club members.

ACTION PLANS

An Action Plan combines Goals, Objectives, and Methods into a clear, organized guide.

- Action Plans allow you to organize your work, delegate responsibilities, and measure your success.

- Action Plans help you identify funding needs.

- Action Plans help you justify continuing funding and labor needs.

- Action Plans make future goal setting easier and more realistic.

QUESTIONS?