

Marco Island Builders and Business Owners Roundtable Summary of 11/2/2023

A post roundtable meeting was held with all Directors and Managers of the City on 11/8/2023. What came out of the meeting were some common themes/points of concern that, moving forward, need to be addressed. Some may be easy to implement quickly. Some may take time and require additional resources.

1. **Personal contact** – Move to more face time and quick response with customer service. Soften the rigidity that staff has become, relying on software and web instruction. While these are great tools, there is frustration among the stakeholders, and they would like more personal time with staff.
 - a. Emphasis on personal interaction, help and training. Periodic surveys of the customer base.
Implemented. Staff support with phone and face time at the Building Division counter. Builders have direct access to the Building Inspector's phones.
 - b. Conduct local quarterly meetings with the Collier Building Industry Association.
Implemented. City also has bi-monthly meetings with Ad Hoc Redevelopment Committee discussing development and redevelopment on Marco and challenges to City's policies and codes.
Establish meetings similar to "coffee with a cop" and "straight talk with the CM" for Departments to interface with the public regarding their needs/issues with permitting and other relevant topics.
Soon to be implemented. Starting an internal permit review committee with key department representatives to discuss issues.
2. **Forms, applications, and inspections** – Review and revise as necessary, updating where needed. Some of the forms may have outdated requirements or are repetitive. Review inspection requirements for minor permits. Has become cumbersome for the applicant.
 - a. Update legacy forms.
Soon to be implemented. Plante Moran recommended change.
 - b. Review inspection workflow and need.
Soon to be implemented. Plante Moran recommended change.
3. **Commercial Zoning and Land Use requirements.** Review the process, making sure the city departments and divisions are creating a seamless flow for the applicant.
 - a. Create "Starting a business on Marco Island" FAQ on City Website with check list.
 - b. Revise the City web site to have requirements in one place.
Soon to be implemented. Plante Moran recommended change.
4. **Staffing and employee retention** – Stakeholders have expressed a concern that staffing, and employee retention are not what they should be considering the volume of requirements in processing approvals. With staff turnover comes inconsistent reviews and changes in code interpretation which cause delays.
 - a. Evaluate staffing needs. Develop data to explain staffing shortfalls. **Data driven change.**
 - b. Establish employee retention policies/procedures. **Plante Moran recommended change.**
 - c. Continuous evaluation of salaries to ensure competitiveness. **Plante Moran recommended change.**
5. **Code revisions** – Revisions to some of the code language as needed. The older business centers cannot conform to some of the code language that is in existence and has caused frustration to the business/property owner/tenants. **Plante Moran recommend change – Long term solution.**
 - a. Conduct Monthly meetings with Directors and Managers in regard to permits/operations.

Marco Island Builders and Business Owners Roundtable Summary of 04/10/2024

1. Concern with City employee retention and have exit surveys when employee leave the City (Sample survey attached).