

DECEMBER 11, 2008 - GOAL SETTING RETREAT

The Board of County Commissioners, Hillsborough County, Florida, met in Goal Setting Retreat, scheduled for Thursday, December 11, 2008, at 9:00 a.m., at the Brandon Regional Service Center, 311 Pauls Drive, Brandon, Florida.

The following members were present: Chairman Ken Hagan and Commissioners Kevin Beckner, Rose Ferlita, Al Higginbotham, Jim Norman, Mark Sharpe, and Kevin White.

Chairman Hagan called the meeting to order at 9:22 a.m., gave welcoming remarks, and looked forward to the dialogue.

County Administrator Patricia G. Bean recognized executive team members. Mr. Eric Johnson, Management Services Administrator; Ms. Lucia Garsys, Planning and Infrastructure Services Administrator; Ms. Edith Stewart, Public Affairs Administrator; and Mr. Mike Merrill, Utilities and Commerce Administrator, stated the boards they represented.

REVIEW OF CUSTOMER SURVEY RESULTS

Ms. Bean recalled questions were raised on how the survey was administered, said a new vendor had been selected, opined the Board would be pleased with how the survey was conducted and information collected, and introduced Ms. Anneliese Oppenheim, Oppenheim Research, 1640 Metropolitan Circle, Tallahassee, who distributed the 2008 citizen satisfaction survey, reviewed survey procedures and areas covered, and responded to Commissioner Higginbotham regarding public transportation. Commissioner Beckner was perplexed about not polling the use of public transportation. Ms. Oppenheim stated that could be considered. Mr. Johnson expressed challenges with receiving information on transportation from various entities not specific to Hillsborough County programs. Because Hillsborough Area Regional Transit (HART) was a component of County services, Commissioner Beckner recommended a poll related to satisfaction with HART services. Ms. Oppenheim offered survey options and responded to questions from Commissioners Beckner and Higginbotham regarding the length of the survey, time frame, and staff recommendation.

Regarding staff recommendation, Ms. Bean said HART was an independent board and had a separate revenue stream; she perceived a specific survey should be conducted to focus on transportation. Ms. Garsys mentioned the survey was new and suggested looking at budget decisions and services. Ms. Mary Mahoney, Management and Budget Department, explained the purpose of the survey. Ms. Oppenheim and Mr. Johnson responded to questions from Chairman Hagan concerning the survey being equally weighted and differentiating between County and city of Tampa (Tampa) services.

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Ms. Stewart reviewed point-of-service feedback, quarterly ratings, annual average, and written complaints. Mr. Carl Harness, Public Safety Administrator, recalled the Board had expressed concern with activity levels for distributing survey cards and comments received from directors for the point-of-service survey, noted he would meet with the focus group on enhancing the program, and responded to Commissioner Higginbotham regarding departments being divided into subgroups. Mr. James Barnes, Internal Performance Auditor, reported on inefficiencies. Ms. Bean recommended informing Mr. Harness or Ms. Stewart when survey cards were not available. In reply to Commissioner White, Ms. Bean explained employee instructions for distributing survey cards.

In regard to point-of-service and the citizen satisfaction survey chart, Commissioner White proposed including a column for the total number of surveys received for the four quarters. Mr. Ken Gentile, Deputy Performance Auditor, referenced survey data concerning the Planning and Growth Management Department (PGMD) and discussed having a system to backtrack information. Mr. Manus O'Donnell, Human Services Administrator, expounded on other survey participants. Discussion included data counts, dissatisfied customers, follow-up, how to improve, and negative feedback.

Considering staff efforts, costs, and comments received, Commissioner Norman suggested eliminating the survey process and using a complaint box. Mr. Johnson reported the annual survey costs did not include costs for the survey cards. Ms. Bean replied the Board had requested the survey cards, which could be discontinued if the information was not beneficial. Following comments concerning a suggestion/complaint box and self-addressed cards, Ms. Bean would change the survey process. Ms. Bean and Garsys responded to queries from Commissioner Higginbotham concerning how the report was utilized and information received. Discussion ensued regarding customer data, recognizing employees with excellent service, and user training process.

Ms. Bean called a recess at 10:27 a.m. and reconvened the meeting at 10:44 a.m.

STATUS OF STRATEGIC PLAN/PROPOSED CHANGES

Ms. Bean discussed the development of strategic objectives, asked if the goals remained important areas of focus, and encouraged the Board not to create more than eight goals. Responding to Commissioner White, Ms. Bean said the goals were not prioritized by order of importance and were given equal weight.

Goal 2, Improve the Economic Well-being of Citizens, and Goal 6, Improve Transportation in Hillsborough County - Commissioner Sharpe opined the goals

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should be listed as Goals 1 and 2, stated the Tampa Bay Partnership ranked the County last within the region, and suggested the County strive toward being first in transferring from a low to high wage economy. Commissioner Higginbotham recommended including intergovernmental relations to the strategic plan, improving relationships with other governmental agencies, and identifying projects ready to move forward. Ms. Garsys advised a list of projects were coordinated through Ms. Stewart's office and stated she would provide costs related to the transportation projects ready for bids to Commissioner Higginbotham.

In regard to the concurrency management system, Commissioner Higginbotham requested developing an effective management process that would identify and implement projects moving forward and to become more effective in PGMD and the transportation area. Mr. Johnson commented on implementing and developing strategies for the concurrency management system. Based on Commissioner Higginbotham's comments, Commissioner Sharpe proposed making transportation Goal 1. Regarding Goal 2, Commissioner Sharpe perceived economic development and high paying jobs should be a top priority. Mr. Merrill noted the key factor was securing land. Commissioner Sharpe stated the County should have a vision, noted transportation was linked to the vision, and Goals 2 and 6 should be enhanced. Commissioner Norman inquired about purchasing land and concluded partners were needed. Discussion included inventory of land, developing strategies, help from outside groups, and the Vision Hillsborough 2050 initiative. Commissioner White discussed prioritizing goals, questioned the amount of jobs that would be employed by local residents, and expressed the need to look out for the local community.

Goal 3, Work With Citizens and Neighborhoods to Ensure Quality Services Were Delivered in a Courteous and Responsive Manner, and Goal 4, Build a High Performance, Diverse Professional Organization - Commissioner White stated the goals were vague and could be eliminated and suggested focusing on the specifics. Regarding Goal 6, Commissioner White pointed out the lack of effort to move a transportation plan forward and commented on finding rights of way. Commissioner Higginbotham said the strategic plan should be separate and additional Board and staff participation was needed on the Interstate 4 corridor. Commissioner Sharpe addressed funding for transportation.

Commissioner Ferlita referenced the Vision Hillsborough 2050 plan and engaging the public and the community as a core committee and hoped to involve citizens, experts, elected officials, and private/public partnerships. Ms. Garsys explained the process. Commissioner Norman expressed frustration with internal conflicts in County policies. Discussion ensued regarding

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concurrency laws, planning, making the vision top priority, and including citizens. Mr. Barnes offered remarks concerning Board passion in leading the County and funding transportation.

Ms. Bean called a recess at 11:45 a.m. and reconvened the meeting at 12:13 p.m.

BIENNIAL BUDGET PROCESS FOR FISCAL YEAR (FY) 2010 AND FY 2011

Ms. Bean reported the biennial budget process was recommended by Commissioner Norman; touched on opportunities to look at revenue across the two-year period, going through the budgeting process with less intensity, and the process allowing the budget to be provided earlier than required by law; noted information regarding the 2009 budget meetings and workshops for the biennial budget was provided in background material; and mentioned the budget would be composed in January 2009. Commissioner Norman emphasized focusing on the benefits of using two-year agreements.

Mr. Johnson discussed the budget process and Amendment 1 and said pursuant to State law, the County was not required to deliver the budget before July 15, 2009. Ms. Bean understood/discussed effects of the State's \$5 billion budget deficit for 2010. Responding to Commissioner White, Mr. Johnson verified audits for nonprofit organizations were requested in a timely manner, referenced Lowry Park Zoo, and stated information regarding salaries had not been requested and funding was not going toward administration. Mr. O'Donnell explained the application process, budget information received from nonprofit organizations, salary information, accountability, transparency, and program audits. Mr. Johnson and Ms. Bean responded to queries from Commissioner Beckner regarding impacts to the budget by rolling foreclosures into home values and partnerships to help with foreclosures.

Commissioner Norman recalled Board discussion about approaching banks to buy down percentages, restructuring loans, and providing benefits to banks. Commissioner Becker suggested a test pilot program. Commissioner Ferlita requested the item be set for discussion. Ms. Bean agreed. Commissioner Norman said to include small businesses. Commissioner Higginbotham proposed having more workshops, receiving input from department heads as the budget was formulated, and a cooling-off period when consensus was reached on the budget. Discussion included matrix of services, community meetings, overlapping of services, user fees, identifying programs, undercharging services, recouping funding, and strengthening the recovery program.

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Mr. Gentile commented on categories of services and a list of priorities. Commissioner Higginbotham recommended the Board become involved in the beginning process of the budget to see how that would affect the cooling-off period and have staff report back. Mr. Johnson explained the process involved determining what should be included or deleted from the budget, updating the Board, providing a more transparent process, and showing available dollars. In response to Chairman Hagan, Mr. Johnson commented on how constitutional officer requests were handled. Ms. Bean noted the Hillsborough County Sheriff's Office had additional support from State law and other agencies did not provide information regarding budget cuts. Commissioner Norman initiated discussion concerning pari-mutuels. Ms. Stewart would monitor the issue. Ms. Bean would place the item on the Board agenda and bring back additional information on the budget.

CHARTER ISSUES/COUNTY MAYOR

County Attorney Renee F. Lee reviewed the referendum for the County mayor and veto powers, stated the lawsuit involved removing language from the charter, recommended seeking declaratory action to explain the language was found unconstitutional and in conflict with Florida Statutes, and responded to questions from Commissioner Sharpe regarding language and veto power, noting the issue was a citizen initiative. Commissioner Norman preferred informing the Attorney General of a charter conflict and requested an opinion on how to proceed. Attorney Lee pointed out the Attorney General could not offer guidance. Commissioner Beckner addressed public perception and opposed striking language from the charter. Responding to Chairman Hagan, Attorney Lee advised proposed amendments to the charter would have to pass by 60 percent. Discussion ensued regarding public perception, veto power, allowing proponents to work out the issue, options on passing the ordinance, and including the 60 percent threshold on the Board agenda and ballot. Attorney Lee said veto power would be discussed in the future and the 60 percent threshold would be brought back in January 2009.

BOARD/STAFF RELATIONSHIPS

Attorney Lee commented on improving Board and staff relationships and referenced Board policies. Commissioner Ferlita touched on forthcoming conversations with staff. Commissioner Norman advised staff to try to acquire information and education and resolve issues when meeting with a Board member. Attorney Lee assured staff strived toward ensuring Board members had the information needed to make decisions at Board meetings.

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AWARDS CEREMONIES

Ms. Bean expressed concern with Board attendance at awards ceremonies and asked for suggestions. Commissioner Sharpe preferred having the awards ceremony during Board meetings. Commissioner Beckner asked if an annual event could be held. Commissioner Ferlita explained the awards would be outdated by that time. Commissioner Higginbotham suggested presenting the awards on a quarterly basis. Discussion ensued regarding recommendations, serving refreshments, presenting options to the Board, and including the item on the Board agenda.

PUBLIC COMMENT PROCESS

Ms. Bean touched on comments from citizens at Board meetings and questioned whether public comment could be handled differently. Commissioner Ferlita commented on the public comment process at Tampa City Council. Commissioner Sharpe strongly recommended keeping the standard process and letting citizens speak. Ms. Stewart referenced a survey from other counties in background material. Commissioner Beckner agreed to let the citizens speak.

SECURITY FOR BOARDROOM

Ms. Bean recalled discussion on establishing a security system for entering the boardroom, said the equipment was available but would be an impediment in the hallway, and referenced photographs in background material. Mr. Harness and Ms. Bean detailed the photographs. Commissioner Higginbotham opposed the security, perceived a message would be sent to citizens concerning protection for Board members only, and recommended securing the building. Discussion ensued regarding protection for all, securing front entrances, being proactive, costs, and looking at ways to secure the building. Ms. Bean and Mr. Harness would report at the first Board meeting in January 2009 with a proposal for costs to secure the building. Commissioner Beckner asked staff to come back with suggestions for security measures, options for the boardroom, and an assessment for security measures.

LOCAL BILLS/LEGISLATION/LEGISLATIVE DELEGATION ROUNDTABLE/SPECIAL SESSIONS

Ms. Stewart reviewed legislative dates, a summary of the Legislative Delegation meeting, and 2009 State and federal legislative programs. Referencing comments from Commissioner Norman regarding casinos and pari-mutuels, Mr. Barnes perceived the Board should be involved. Ms. Stewart noted a lawsuit concerning authority to sign the agreement with casinos and stated the House of Representatives would have a workshop next week and a special


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session would be held in January 2009. Commissioner Ferlita said Ms. Stewart attended meetings on appropriations of the statewide prescription drug monitoring program and would attend a meeting in Largo and update the Board in January 2009. Ms. Stewart reported illegal use of prescription drugs was an emerging issue with local law enforcement.

Ms. Garsys clarified the water ferry/waterborne transportation feasibility study remained on the Tampa Bay Area Regional Transportation Authority plan, was designated as a support member, and requested the item be brought back to the Board for reconsideration. Commissioner Higginbotham concurred. Ms. Stewart would bring the water ferry/waterborne transportation feasibility study and casino issue back to the Board. Ms. Bean thanked the Board for their participation.

There being no further business, the meeting was adjourned at 3:15 p.m.

READ AND APPROVED:



~~CHAIRMAN OR VICE CHAIRMAN~~

ATTEST:

PAT FRANK, CLERK

By: 
Deputy Clerk

ssg