City Commission
Strategic Planning Workshop
April 16, 2019 – April 17, 2019
RP Funding Center - Lake Hollingsworth Ballroom
701 W Lime Street

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this proceeding, or those requiring language assistance (free of charge) should contact the City of Lakeland ADA Coordinator, Jenny Sykes, no later than 48 hours prior to the proceeding, at (863) 834-8444, Email: Jenny.sykes@lakelandgov.net. If hearing impaired, please contact the TDD numbers: Local – (863) 834-8333 or 1-800-955-8771 (TDD-Telecommunications Device for the Deaf) or the Florida Relay Service Number 1-800-955-8770 (VOICE), for assistance.

APRIL 16, 2019
8:00 am Breakfast

8:30 am About the Day & FY20 Strategic Issues
Overview of City’s current Strategic Operating Process, Workshop Agenda and Outcomes
- Review Vision & Mission Statements and Strategic Goals
- Overview of Prospective Issues as seen by Departments & City Management
- Introduction of Facilitator

8:45 am Office of Management & Budget Update
Performance Management Overview & New Tools
- OMB Division – Kindle Bowden
  - City of Lakeland Values Survey Results
  - Performance Management Overview and CC Goal Valuation Results
  - Introduction to the Citizens Perspectives Tool

9:15 am Fiscal Management Goal
Financial Overview and FY20 Prospective Issues
- Finance Department – Mike Brossart
  - Preliminary Financial Overview
  - FY20 General Fund Projections
  - Long-Term Development Funding

10:15 am Break

10:30 am Economy and Legislation
Presentation of issues related to the economy and legislation that could influence Lakeland’s future direction:
- Dave Shepp, Southern Strategy Group, Governmental Consultant
- Dr. Randy K. Avent, Florida Polytechnic University, President
- Julie Townsend, Lakeland Downtown Development Authority (LDDA), Exec. Director
- Laura Rodriguez, Lakeland Vision, Executive Director

12:00 pm Lunch
1:00 pm Economy and Legislation (Cont’d)
Presentation of issues related to the economy and legislation that could influence Lakeland’s future direction:
• Marsha Faux, Polk County, Property Appraiser
• Steve Scruggs, Lakeland Economic Development Council (LEDC), President
• Jason Willey, City of Lakeland, Business Development Manager

2:00 pm Economic Opportunity Goal
Discussion of FY20 Prospective Issues:
• Community Economic Development Department, Nicole Travis
  o Catalyst
  o Affordable Housing Strategies

2:45 pm Break

3:00 pm Growth Management Goal
Discussion of FY20 Prospective Issues:
• Lakeland Electric Department, Joel Ivy
  o Growth
  o Decommissioning of Unit 3
  o LE Strategic Planning and How It Connects to City-Wide Strategic Planning
• Public Works Department:
  o Prior Year(s) Actionable Items/Initiatives:
    ✓ Enhancing Public Access to the Downtown Core, Angelo Rao
  o Long-Range Infrastructure Planning, Greg James & Chuck Barmby
  o Solid Waste/Rates, Gene Ginn & Mike Brossart
  o Lakes & Stormwater, 2020 Projects Update, Laurie Smith

5:00 pm Next Steps for Strategic Issues & Prioritization Session

APRIL 17, 2019
8:00 am Breakfast

8:30 am About the Day & FY20 Strategic Issues
Overview of SOP Process, Agenda and Outcomes

8:45 am Growth Management Goal (Cont’d)
Discussion of FY20 Prospective Issues:
• Lakeland Linder International Airport, Gene Conrad
  o Master Plan Update
• Water Utilities Department, Bill Anderson
  o Growth Management
• Lakeland Fire Department, Doug Riley
  o Growth Management
  o Future Opportunities
10:30 am Break

10:45 am Quality of Life Goal

Follow-Up on FY19 Actionable Item and discussion of FY20 Prospective Issues

- Prior Year(s) Actionable Item:
  - Broadband Initiative, Information Technology Department, Terry Brigman
- FY20 Prospective Issues:
  - Police Department, Ruben Garcia
    ✓ Community Policing
    ✓ Marjory Stoneman Douglass Act
  - Parks & Recreation, Pam Page
    ✓ Lakeland History & Culture Center

12:00 pm Lunch

1:00 pm Strategic Issues & Prioritization Process

Facilitated exercise with the City Commission reviewing and clarifying issues to be further developed:

- Departments Strategic Topics
- City Commission Strategic Topics

2:45 pm Break

5:00 pm Wrap-Up & Next Steps leading to the May 7th Business Planning Retreat