

**SPECIAL WORKSHOP
DESTIN CITY COUNCIL
NOVEMBER 7, 2019
ANNEX COUNCIL CHAMBERS
8:00 AM**

*****Core Value of the Month - Teamwork*****

CALL TO ORDER

PLEDGE OF ALLEGIANCE

CITY OF DESTIN VISIONING 2019 Agenda and Packet

A. Agenda and Packet

****** Any invocation that is offered before the official start of the City Council meeting shall be the voluntary offering of a private person, to and for the benefit of the City Council. The views or beliefs expressed by the invocation speaker have not been previously reviewed or approved by the City Council, or the City staff, and the City is not allowed by law to endorse the religious beliefs or views of this, or any other speaker. Persons in attendance at the City Council meeting are invited to stand during the opening invocation and Pledge of Allegiance. However, such invitation shall not be construed as a demand, order, or any other type of command. No person in attendance at the meeting shall be required to participate in any opening invocation that is offered. A person may exit the City Council Chambers and return upon completion of the opening invocation if a person does not wish to participate in or witness the opening invocation.***

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Personas con discapacidades que necesitan asistencia o personas que necesiten ayuda con un idioma para participar en las reuniones de la ciudad, deberán notificar la oficina de la Secretaria Municipal al (850) 837-4242 antes de la reunión. Discapacidad auditiva: TTY: 711 (Solicitar Espanol CA). La ayuda tambien está disponible por Recursos Humanos, Coordinador del Título VI, al (850) 837-4242.

CITY OF DESTIN VISIONING 2019

Location: Destin Community Center
Date: November 7, 2019
Time: 8:00 am – 4:00 pm
Facilitator: Buz Eddy



Time	Objective
8:00-8:30	Continental Breakfast (provided)
8:30-8:45	Welcome Intro – Overview of the day
8:45-9:45	Where are we as an organization? ➤ Mission-Vision-Values ➤ Accomplishments ➤ Current Projects ➤ Key Customers, Priorities, Partnerships ➤ Branding
9:45-10:00	Break
10:00-11:30	Where are we going? ➤ Council and Mayor key initiatives & projects ▪ Beach Renourishment – Establish a schedule with permitting and funding factored in. Must keep pass open ▪ Public Beach Access – Pull trigger on land purchase. Establish public access corridor along areas with private ownership ▪ Traffic – Develop a plan to improve level of service. Work with MPO and FDOT ▪ Implement Destin Crosstown Connector (two lanes) ▪ Underground Utilities – Implement in phases, plant street trees immediately thereafter ▪ Short-Term Rentals ▪ 24/7 Code Enforcement – Body cameras for Code Enforcement ▪ Charge for parking near access points. Destin to maintain beach near the access points (i.e., trash pickup and raking) ▪ Streamline Permitting – Not by relaxing rules but by getting to applicants quicker with the information they need. Certain

Conditional permits do not have to go back to Council.

- Complete Heritage Park Project Village Inn
- Establish regular communication with City Manager. Need system to follow up on items raised by Council and citizens. Check minutes of committee meetings immediately to see what follow up is needed. Check contracts to be sure vendors are providing services they are being paid to provide.
- Need grant writer on staff. Need engineering consultant with expertise in underground wiring phasing and funding
- Need wider sidewalks. FDOT money is available
- Finance needs to be more cooperative with Council
- Look at restricting boat and RV parking in front and side yards
- Improve entrances to Destin from east and Mid-Bay Bridge
- Develop unified wayfinding and rekindle adopt-a-street program. Install hangers on streetlight poles for decorative and informative banners
- Need staff to take initiative in bringing matters to Council. "They don't need to wait for us to see a problem."
- Install boardwalk under bridge to north and east to encourage further development of harbor side
- Install traffic calming features on certain neighborhood streets.
- Build parking garage with retail on first floor and with a charge for parking
- Need more boat ramps and parking
- Height limits to 5 rather than 13 stories
- Control signage. Amortization of certain existing signs particularly in western part of the City

11:30-12:00	Public Comments (Persons who wish to provide public comments on agenda items are requested to fill out a blue speaker card and submit it to the City Clerk at the start of the meeting. Individual speakers will be limited to 3 minutes)
12:00-12:30	Lunch (provided)
12:30-2:00	Prioritization of initiatives and projects
2:00-3:00	Budget Priorities for FY 2021
3:00-3:30	Public Comments (Persons who wish to provide public comments on agenda items are requested to fill out a blue speaker card and submit it to the City Clerk at the start of the meeting. Individual speakers will be limited to 3 minutes)
3:30-4:00	Closing Comments/Wrap-ups



City of Destin Strategic Plan

VISION 2035

DESTIN is a FAMILY ORIENTED BEACH AND FISHING COMMUNITY WHERE PEOPLE WANT TO LIVE, WORK & PLAY and where GUESTS ARE WELCOMED TO RESPECTFULLY ENJOY OUR COMMUNITY AND ITS RESOURCES.

PRIORITIZED KEY CUSTOMER GROUPS:

1. Year-Round Residents
2. Destin Based Businesses
3. Visitors

STRATEGIC FOCUS 2025

- ◆ Public Beach Acquisition Initiative
- ◆ Transparent and Equitable governance
- ◆ Financially Sound City Providing Service Value
- ◆ World Class Beach, Fishing, and Harbor
- ◆ Improved Mobility and Connectivity
- ◆ High Quality of Life and Safety for Residents
- ◆ Quality Development and Revitalization through clear vision and unified approach

POLICY OBJECTIVES FY2020

TOP PRIORITY

- ⇒ Complete alignment of Comprehensive Plan and Land Development Code (LDC)
- ⇒ Construct portion of roadway to Norriego Point
- ⇒ Crosstown Connector - revise .4 mile plans to specify a two-lane roadway & two-lane row acquisition
- ⇒ Destin High School (City's Role)
- ⇒ Feasibility for a Pier in Destin
- ⇒ Parking garages/ Parking options
- ⇒ Acquire gulf-front parkland for residents & visitors
- ⇒ Short Term rentals compliance with regulations
- ⇒ Underground Utilities
- ⇒ Harbor Capacity Study

MANAGEMENT OBJECTIVES FY20

TOP PRIORITY

- ⇒ Balance staffing resources with expectations
- ⇒ Align Comp Plan with Land Development Code
- ⇒ Acquire and deploy comprehensive municipal management software along with required training
- ⇒ Seek out funding sources for Beach Acquisitions
- ⇒ Establish Park Foundation to assist with acquisitions, renovations and maintenance
- ⇒ Develop and implement processes for consistent and streamlined application of Codes and Procedures
- ⇒ Implement Code Enforcement Compliance Plan

MANAGEMENT IN PROGRESS 2020-2021

- ◇ **Align Comp. Plan, FLUM and IDC. (CD)**
- ◇ **Implement proactive Code Compliance program. (CC)**
- ◇ **Memorialize institutional knowledge. (ALL DEPTS)**
- ◇ **Produce city facilities and city infrastructure plans (PS)**
- ◇ **Monitor Restore Act grants. (CM)**

MAJOR PROJECTS FY20-23

- ◆ **Development software implementation. (CD/IT/PS/Fin/Code)**
- ◆ **Airport Road Safety Improvements—LAP Project (PS)**
- ◆ **Construct Capt. Royal Melvin Heritage Park (PR/CM)**
- ◆ **Renovate Clement Taylor Park (PR/CM)**
- ◆ **Redevelop Joe's Bayou Recreation Area. (PR/CM)**
- ◆ **Norriego Point Phase III—Recreation Components (PS)**
- ◆ **Calhoun Ave MUT—Phase I Construction (Zerbe) (PS)**
- ◆ **Calhoun Ave MUT—Phase II Design & Construction (under Marler Bridge) (PS)**
- ◆ **Stormwater Improvements (Cross St, Calhoun Ave) – NFWF Project (PS)**
- ◆ **Beach Street Reconstruction/Resurfacing (PS)**
- ◆ **Implementation prioritized Stormwater Improvements based on the Stormwater Masterplan. (PS)**

MINUTES
STRATEGIC VISIONING WORKSHOP
DESTIN CITY COUNCIL
MAY 15, 2019
8:00 AM

The Mayor and Council for the City of Destin met in special session in the Calhoun Room of the Destin Library with the following members and staff present:

Destin City Council

Mayor Gary Jarvis
Councilmember Parker Destin
Councilmember Chatham Morgan
Councilmember Cyron Marler

Councilmember Rodney Braden
Councilmember Skip Overdier
Councilmember Prebble Ramswell
Councilmember Steven Menchel

Destin City Staff

City Manager Lance Johnson
Code Compliance Manager Joey Forgione
Deputy Public Services Director Tim Pietenpol
Public Information Manager Catherine Card
Senior Administrative Coordinator Lorraine Berrish
Community Development Director Louis Zunguze
Land Use Attorney Kimberly Kopp

City Clerk Rey Bailey
Parks/Recreation Director Lisa Firth
IT Technician Jamie Prestia
Finance Director Bragg Farmer
HR Manager Karen Jankowski
Library Director Wen Livingston
City Attorney Kyle Bauman (12:50)

Visitors

Marcie Bell, Destin resident
Shane Moody, Destin Chamber of Commerce
Jason Belcher, Destin resident
Jim Wood, Destin resident
Ted Springer, Destin resident

1. Welcome Introduction – Overview of the Day

The City Manager welcomed everyone to the workshop. After introductions of all meeting participants, the City Manager provided a brief overview of the workshop, discussed its overall objective and reinforced what needs to be accomplished during this time. He asked the members of the Council to clarify their priorities for the City of Destin.

2. Key Customers

- A) Residents (full-time, year-round)
- B) Businesses (Destin based)
- C) Visitors/Tourists (less than 6 months/annually)

The City Manager asked the Council to adopt a strategic priority for the three customer groups so staff knows if there is competition between a visitor problem and a resident's problem, the Council would attend to the resident's problem first.

There were no objections to the order of priority as listed above.

The City Manager noted there are other groups that require some attention, but are not usually a priority; such as:

- A) Daily users (users of services/facilities from local area)
- B) Absentee Property Owners
- C) Non-Destin based businesses

3. Vision, Mission and Core Values

The City Manager presented the City's current Vision Statement, Mission Statement and Core Value:

Vision Statement

Destin is a unique family – friendly coastal city rooted in a rich fishing tradition, offering economic diversity with an inviting natural environment, beautiful white beaches and emerald green waters."

Mission Statement

"We are an organization that strives to provide a healthy, safe quality of life, balancing the needs of our residents with the expectations of our visitors, and providing open, clear, accurate communication."

Core Values

- Transparency
- Teamwork
- Integrity
- Professionalism
- Stewardship
- Respect

It was the consensus of the Council not to make any changes to the City's current Vision Statement, Mission Statement and Core Values as presented above.

4. Accomplishments

The City Manager and each director and manager discussed their individual department's accomplishments during the past year:

Office of the City Manager

- Civic Clerk agenda system integration (council, boards and committees)
- TDC funding for Crosstown Connector (construction)
- Wage & Classification Study -Increases to minimum market for job class

- Simplified the Paid Parking process which has drastically reduced the man hours required to manage the system while increasing future revenue projections. (Est. 400+ hours spent in 2018 managing this process)
- RFP in Summer 2019 for Paid Parking Upgrades
 - Managing the Public Beach Initiative process that has resulted in 8.5 million dollars in initial commitments to beach property purchase
- Pursuing Triumph funding, which will require compiling significant economic data, to potentially secure additional funding
- Working with the Trust for Public Land, as well as other organizations for management of the process as well as other funding opportunities
 - Implemented Grant Navigator-a grants management software that provides centralized access to the city's grant related data and provides a searchable Federal, State, Foundation & Corporate Grant Database for funding opportunities.
 - Increased social media presence – Established the Monday Morning Mayor's Message - videos with city staff, council and strategic partners, city highlights and accomplishments, press releases, over 7,000 likes and 7,300 followers on Facebook, quick response time to public comments and messages.
- IT Highlights
 - Installed a new virtual server backbone in preparation for the upcoming upgrade of our Financial System and Community Development software package.
 - Installed a new system to increase the data capacity of our backups. All backups continue to be stored offsite in the cloud.
 - Office 365 migration for all users to increase organizational productivity and sustainability in disaster scenarios (in progress)
 - Short-Term rental application process improvements.
 - Improved mobility and communication resources for Code Enforcement
- New IT work order system implemented which is easy for employees to submit and track work requests within the City for their IT support needs.
 - IT has created a knowledge-based system that continues to grow with articles to help employees with everyday IT needs.
- Automation of City security procedures, surveillance and entry lock down in facilities and upgraded aging fiber infrastructure between city facilities.
- Working with Community Development Department to procure new municipal Software to improve the efficiency & effectiveness of our organization. (Initial Council approval received on May 6,19)
- Code Enforcement became a standalone department and renamed Code Compliance
 - New Staff: Harbor Waterways Compliance Officer & Beach Compliance Officer
 - Expanded hours of operation to include weekends. (Exploration of expanding evening hours)
 - New protocols to better handle after hours Code Compliance.
 - Increased visibility: striping & light bars on vehicles and mobile offices.
 - Tech Advances: Despite the challenges of high turnover in Code Compliance last year, IT cooperated with the division to improve mobile access to their systems as well as incorporate approximately 875 STR rental registrations into the system.
 - Between 10/01/17-09/30/18 1276 Registrations, \$271.375 (STR, LTR, Livery Vessels, Beach Vendors).

- Between 9/30/18- 04/30/19, 878 total cases of which 485 were proactive cases, 55%)

<u>CODE COMPLIANCE CASES</u>		<u>AFFECTED AREAS</u>
Accumulation trash/debris	30	Old Destin
Beach & harbor	7	Harbor
Investigations	25	Old Destin
License & permits	74	Old Destin
Miscellaneous	65	Old Destin
Noise	10	Old Destin/Harbor
Parking	156	Crystal Beach/Old Destin
Property maintenance	54	Old Destin
Sanitation	11	Holiday Isle/Crystal Beach
Signs	56	Old Destin
*STR garbage (Failure to register)	25	Crystal Beach
*STR violation	55	Crystal Beach
*STR parking	49	Crystal Beach
Streets & Sidewalks	9	Old Destin/Crystal Beach
Trash can violations	39	Crystal Beach
Uncategorized calls	213	

Community Development Department

- Realignment of the Comprehensive Plan/Land Development Code (in progress)
- In 2018, despite staffing level challenges citizens needs were met. Building and Planning worked together to achieve goals.
 - 2,998 permits were issued.
 - Permit fees collected \$1,165,206; these fees include state, planning, engineering, and marine related permits only.
 - Total valuation of improvements submitted by permit applicants = \$75,418,523
 - 1,700 Business Tax Receipts issued.
 - 5,348 Inspections performed.
 - 1,973 Commercial/Multifamily inspections performed.
 - 3,375 Residential inspections performed

Finance Department

- Government Finance Officer Association Certification of Achievement for Excellence in Finance Reporting- Awarded the for the twenty-fourth consecutive year.
- Distinguished Budget Award-the City was awarded for the fifteenth year.

Office of the City Clerk

- Administrative support to the City Council, CRA Board, and the City's 2 standing boards & committees.
- Approximately 10,000 digitized files added into LaserFiche.
- 93.8% of Committee volunteer seats were filled in FY18.

- 96.8% of Committee meetings in FY18 were held as scheduled.
- Timely updates of Municode-codification process.

Library

- 53,000+ visitors in 2018
- Over 200 library cards issued, the library expanded beyond their walls to engage our local school children at orientation.
- 1,100+ patrons attended 78 classes, concerts, and special events during the summer reading program.
- Code Club (started in the fall of 2016) every class has been filled to capacity since its inception.
- Art hanging system was added to the library with a rotating exhibit from local artists
- New and expanded collections of e-materials including digital magazines, Lynda.com, and Brain Fuse (learning and tutoring platforms).

Parks and Recreation Department

- On-leash Dog Pilot Program was successful and expanded, we now have 5 neighborhood leashed dog friendly parks.
- Parks Crew cover Beach Parks and Boardwalk from Dawn to Dusk to better serve our residents and visitors.
- Replaced decking and rails at beach parks.
- FY18 Rentals & Participation

Morgan Sports Center

Rentals \$32,496.63

16 Tournaments \$43,375.62

Buck Destin Park

Rentals \$5,190.50

Joe's Bayou Boat Launch

Ramp Fees \$85,283.00

Commercial Passes \$2,060.00

Non-Resident Passes \$5,125.00

Resident 2nd Passes \$1,305.00

Community Center

Rentals \$22,787.72

Clement Taylor Park

Rentals \$2,464.70

Morgan Sports Center

Adult Program Registrations 712

Children Program Registrations 639

Community Center

Adult Program Registrations 712

Children Program Registrations 895

Volunteer Hours 2,654

- Replacement and Painting of The Morgan's Children's Park, New addition of "Barney" and more playground equipment to come.
- Resurfacing and Fencing of Buck Destin Tennis/Pickleball Courts
- New storm water drainage project, irrigation and field work at Dalton Threadgill Park
- Replaced water pump at Destin Sports Fields (Elementary)

Public Services

- National Fish and Wildlife Foundation (NFWF) Stormwater projects completed - Indian Bayou, Sandalwood Dr, Calhoun Ave, Juanita Ave/Snapper Dr./Kelly St/Maltezos St. Secured Amendment from NFWF to use remaining grant monies to fund two new stormwater projects (Calhoun Ave and Cross St.)
- Three major paving projects were completed-Industrial Park Road, Trista Terrace and Indian Bayou Trail.
- Public parking lots restriped – Morgan's Sports Center, Joe's Bayou, Norriego Point, Mattie Kelly Nature Walk
- 1000+ feet of Sidewalk have been repaired throughout the City (Gulf Shore Dr, Scenic Hwy 98, Restaurant Row, Indian Bayou Trl, Lauren Ct)
- Embraced new technologies to streamline our processes:
 - digital on-line fillable permit application forms
 - using cell phone apps to collect field data and import it into our Geographical Information System (GIS)
 - using updated aerial photography to conduct infrastructure assessments. (in progress)

Next, The City Manager addressed the current funded or partially funded project/commitments, as follows:

Projects	Funding Source	Cost
Clement Taylor Park Restoration	RESTORE Act	\$729K
Capt. Royal Melvin Heritage Park & Plaza	RESTORE Act	\$1.25M
Calhoun Ave & Cross St. Stormwater Proj.	NFWF (GEBF)	\$564K
Library- RFID System	Friends Guild	\$55K
Public Beach Initiative	City Fund Balance TDC	\$2M \$6.5M
Norriego Point Phase III - Recreation	FDEP-Funded/Managed	\$12M+
Capt. Leonard Destin Park	TPL-Funded/Managed	\$10M+
Crosstown Connector (ROW Acq., Const.)	TRIP TDC	\$2.7M \$4.8M
Joe's Bayou Recreation Area	FDEP-Funded/Managed	\$10M+

5. Council and Mayor Key Initiatives and Projects

Each member of the Council and the Mayor addressed their key initiatives and proposed projects for the next fiscal year. There were some discussions following each item.

Councilmember Parker Destin

➤ Personnel – Community Development

Councilmember Destin stated that the Community Development Department has accomplished a lot despite personnel shortages; but there is a lot more to do and the department still needs a lot of help personnel-wise.

The Community Development Director Louis Zunguze outlined the needs of the department.

Councilmember Braden asked if personnel could be outsourced for a specific period until they get the people on board and fully engaged.

According to Mr. Zunguze, they could outsource the write ups of the comprehensive plan and land development code after he had developed the framework of what these documents need to have; but they cannot outsource the day to day function of the department.

➤ Personnel – Code Compliance Department

Councilmember Destin noted that the Code Compliance Department needs additional staffing in order to cover the extra shifts for a 7-day work week, as desired by the Council.

Councilmember Ramswell asked if there are hours when code enforcement would not be needed.

According to Code Compliance Manager Joey Forgione, they would not need a code compliance officer after midnight; adding that the Sheriff's Office can take over and provide the report to them the following day.

The Mayor stated he would not feel comfortable having unarmed code compliance officer trying to control raucous parties at night; adding that the Sheriff's deputies are better trained and fully equipped to handle this type of situation.

Councilmember Braden asked if the Sheriff's Office can handle noise and parking violations from short term rental houses after midnight.

Mr. Forgione stated it would depend on the number of deputies on duty and the number of service calls they receive.

Councilmember Braden asked if the code compliance officer can call upon the sheriff's deputies to assist them if they need to respond to a noise or loud parties while on duty.

Mr. Forgione replied that the sheriff's deputies will be available to provide some assistance.

➤ Construction: Road at Pointe One

Councilmember Destin noted that the third phase of the Norriego Point Restoration – the recreation project – includes public access improvements such as public restrooms, picnic facilities, and additional parking. Once the project is finished, they would need immediate connectivity from their existing right-of-way to the park improvements. He recommends the City taking the initiative to build the road to the park rather than relying on others to do it; and making it a high budget priority.

According to the City Manager, the State was able to include the design of the road in the Norriego Point project; but, not the actual road construction. The State will provide a temporary road for construction, and the Council would have the option of having the State pull it out after the completion of construction or leave it until the City obtains the permit for the permanent road construction.

➤ Construction: Pedestrian Walkway under Destin Bridge

Councilmember Destin stated that the best way to try to alleviate the dysfunction at the Stahlman interchange is remove the pedestrians from the crosswalk. One of the reasons Stahlman backs up so severely at the traffic light is because when the green arrow comes on, motorists are not able to make a right turn to US Hwy 98 immediately because of pedestrians trying to cross the highway.

Councilmember Cyron Marler

- Parking
- Parking Garages

Councilmember Marler wants to know if they plan to develop the property they recently acquired on Sibert Avenue and turn it into a hardened parking lot; and then possibly to a parking garage at a later date. He also stated they need to get rid of the apps system and go to a gate system.

➤ Traffic Issues.

Councilmember Marler stated they need to get the FDOT to agree to synchronize the lights on Stahlman to better accommodate pedestrians trying to cross the highway as well as the vehicles turning east and west from Stahlman. He also stated that the traffic lights at pedestrian crosswalks need to be adjusted so they do not stay red long after pedestrians have crossed the street.

Councilmember Ramswell noted that big cities such as New Orleans and Houston have been able to slow traffic down in highly congested areas through light synchronization. They need to find someone who could synchronize every traffic light from the Marler Bridge to Mid-Bay Bridge so that vehicles that can maintain a certain rate of speed can make all the lights and not have to sit in traffic waiting for the light to change. She also suggests pursuing the idea of reducing the speed along Harbor Blvd from 35 mph to 25 mph.

According to Mr. Jim Wood, a Destin resident, he had posed this question to FDOT and the County many times during his tenure as Council member and TPO Chairman, and that their response was the lights are already synchronized.

According to Ms. Marcie Bell, a Destin resident, she calls a County representative once or twice a year when the Gulf Shore Drive and US Hwy 98 and Main Street and US Hwy 98 lights are out of sync, and someone usually responds within 30 minutes.

Mr. Zunguze noted that the comprehensive plan requires they produce the transportation concurrency report every year to give everyone an understanding of the current traffic situation in the community; and that a presentation in this regard will be made at the next Council meeting.

➤ Private Property Rights

Councilmember Marler stated they need to have a plan of action in the event they start receiving more and more Bert J. Harris lawsuits on short-term rentals.

Councilmember Steven Menchel

➤ Boards and Committees

- ❖ Improve communication
- ❖ Better utilization of boards and committees

Councilmember Menchel noted that he was the Chairman of the Public Works/Safety Committee and the Vice-Chairman of the Local Planning Agency for many years before being elected to the City Council. He is aware of the fact there are many good citizens that are members of different committees. They need to improve communications with these committees, and do a better job communicating the committees' actions and motions immediately to the City Council for action.

According to Mr. Zunguze, they need to empower the Local Planning Agency a little bit more. For instance, for conditional uses, it would be more appropriate to get a recommendation from the agency. Not only it would provide the Council better information but allow the citizens to raise their concerns in two different forums. He added that he and the Land Use Attorney have some recommendations they would like to bring forward to the Council at a future date.

➤ Destin High School

- ❖ What is the City's role?

Councilmember Menchel stated that the Destin High School is currently a work in progress; but the City needs to start thinking about their possible involvement with the school and some level of participation once it is established.

According to Councilmember Ramswell, it runs from the City being highly involved to the City not being involved whatsoever. It would depend on the type of arrangement they come to. She continued that once the school is established, it would not have brand new ball fields or tennis courts, or anything of that nature at the start. They would be relying on private donations and sponsors for any sort of contributions. They would probably request the use of City facilities until their own facilities are constructed.

Councilmember Braden inquired as to the Destin Chamber of Commerce's involvement with the school.

Mr. Shane Moody, President and CEO of the Destin Chamber of Commerce, stated that the Chamber Board sent a series of questions to the Charter School Board in that regard, but they have not received a response.

- Adopt-A-Street Program
 - ❖ Reverting the program back to quarterly pre-event meet-ups

Councilmember Menchel noted he has been a participant of the City's Adopt-A-Street Program for many years. In the past, all the participants met at City Hall quarterly to receive vest and trash bags before heading to their designated location. Now, it is up to each participant to clean up their designated street at their leisure; which is not working. He suggests they consider reverting to the old system.

- Roadway Lighting

Councilmember Menchel suggests City staff starts looking at grant opportunities to improve roadway lighting to improve safety.

Councilmember Chatham Morgan

- Underground Utilities

Councilmember Morgan stated that funding for undergrounding the utilities would depend on the franchise negotiations between the City and Gulf Power Company. The half-cent sales tax revenues would also be a good source of funding for this initiative.

- Public Beach Access

Councilmember Morgan stated that the City's beaches are in terrible condition, with all the signs, ropes and chains, and aggressive beach vendors. It is a big problem for the City's tourism. There are very few projects the half-cent sales tax revenues would be better spent than for securing more public beaches. They need to determine the legal use of these revenues.

- Better efficiencies in Building Department for everyday citizens
 - ❖ Reduce permitting times
 - ❖ Proactive approach to solving problems

Councilmember Morgan stated that the Council is very satisfied with the job the City Manager, the Land Use Attorney, the Code Compliance Department and Community Development Department are doing to improve efficiencies in the organization. The Council stands ready to support their needs to solve these problems.

Mr. Zunguze explained that permitting is a system, and that there are other entities – Building Division, Planning Division and Engineering Division – that are involved in the process. The current process may not be functioning the way it should, but they are doing everything necessary to turn things around.

- Increased parking standards for all developments – restaurants, retails, apartments

Mr. Zunguze agreed they need to revisit their current parking standards and create a parking plan. He stated that the other components that could be improved on is in the multi-modal transportation district. It does not make sense for a development to receive an automatic 80 percent credit in parking requirements by virtue of being in the district. He believes they need to earn it by providing other things to mitigate the parking requirements for vehicles.

Councilmember Destin opines that the entire multi-modal transportation district needs a major overhaul.

- Short-Term Rentals

- ❖ Discouraging certain style apartment buildings via our LDC and encouraging quality, less dense mixed use residential instead

Councilmember Morgan noted they have had some discussions about restricting apartment complex development in the Town Center Mixed Use zoning area as they believe it would not be good for the City.

- Joe's Bayou Recreation Area Improvements

- Crosstown Connector

According to Councilmember Morgan, there seemed to be a desire by some members of the Council to stop the crosstown connector project; but he does not believe that change in course has been properly articulated. They need to decide soon on what they want to do with this project.

Councilmember Destin stated he has not been too keen to the idea of an alternate US Hwy 98, which he believes was the original intent for the crosstown connector. They would be forcing a tremendous amount of traffic in residential neighborhoods. He also believes the plan was created without any regards for the Stahlman interchange which is quite problematic. They have no right-of-way acquired and there are no plans on how they are going to deal with the public trying to utilize that intersection at its current condition.

The Mayor noted there are no alternative plans outside of the last four tenth of a mile to Benning Drive, which is where the crosstown connector stops. There are no current plans for Azalea, Sibert, Calhoun, or US Hwy 98. He also stated that the City had already committed a tremendous amount of resources for this project and it is only proper to finish what they have already started while they have the money, time and the plans to get it done.

Councilmember Ramswell stated that she would like to think this project all the way through and to have a plan on how to resolve the problem at Stahlman and the bottlenecks this project is going to create, rather than leaving it to a future council. She also stated that people are already cutting back and taking several different routes through the residential neighborhoods. The crosstown connector is not going to resolve anything; instead it would make things worse by routing everybody to Azalea, which is a low density residential.

According to the Mayor, the crosstown connector was for residents to be able to move east and west as efficiently as possible without going on US Hwy 98. They only have four tenths of a mile left to finish this project and it is already paid for.

Councilmember Marler noted that the crosstown connector was never intended to be an alternate route for US Hwy 98. The main purpose was to get residents to their houses as quickly as

possible without having to contend with the US Hwy 98 traffic; but with the advent of the GPS, tourists are now finding their way through the residential neighborhoods.

Councilmember Prebble Ramswell

- Destin High School
 - ❖ Some way of assisting, donation – providing fields, etc.

Item discussed earlier in the meeting.

- Pier in Destin

Councilmember Ramswell noted they used to have a pier in Destin; but they have not had one in a while. She believes a pier is something that could really help bring some of the unique fishing village quality back to the City and something the public had expressed an interest in the past.

- Decorative Wayfinding
- Unifying theme-decorative streetlights/arches

Councilmember Ramswell shared different ideas and ways to build character and get some sort of a unifying theme for Destin using decorative streetlights and arches unique to this community, as well as decorative wayfinding signs to beautify corridors and help visitors find their way around town.

Mr. Zunguze noted that his department, in collaboration with the Public Services Department and the City Manager's Office, is currently creating a master plan outlining the process, design guidelines and maintenance for wayfinding signs. They would be bringing this plan before the City Council to discuss the concept very soon.

- Major Fishing Tournament

Councilmember Ramswell stated that a fishing pier along with a major fishing tournament are things most people talk about when they refer to Destin as the World's Luckiest Fishing Village. She also suggests bringing major fishing tournaments back to Destin; adding these are ways of getting a sense of community and bringing people back together over things that brought them to Destin in the first place.

Councilmember Ramswell also suggests coordinating with the County regarding signs and zoning requirements to promote consistency in terms of policy between the unincorporated areas and the annexed areas of the City.

The Mayor noted that most piers that have been built in the last 15 to 20 years were all State-owned piers; adding that the most effective way to get a pier in Destin is through the State park system or possibly through the Tourist Development Council.

- Open Beaches – no ropes/chains

Councilmember Ramswell expressed the need to find ways to prohibit signs, ropes and chains on Destin beaches.

The Land Use Attorney noted that staff has prepared an ordinance establishing safety corridors on the beach, which is going before the Local Planning Agency and then to the City Council for first reading. She is also working with the Community Development Director and Code Compliance Manager for another, more encompassing ordinance to deal with this issue.

Ms. Marcie Bell stated that she is opposed to the safety corridor ordinance the Land Use Attorney spoke about because of the situation on Holiday Isle, and quite possibly the situation in other places. There was a berm created by the pushing of the sand when the beach was re-nourished several years ago. Some of the beach boxes that are out on the beach are getting washed away into the water during high tide when there is no beach at all. She had spent a lot of her time on a Sunday with other people cleaning up the beach side of the jetties and removing the large amount of trash created by boxes that have washed away. She stated there is a complete overlap in several places in the proposed ordinance that if it passes, there would not be any usage of that beach by anybody, particularly behind condominiums.

Councilmember Marler noted there was a Supreme Court ruling that if they are using taxpayers' dollars to re-nourish the beach, there is a line in the sand that is drawn that depicts the private property line and the sovereign land. He asked why this is not being enforced.

According to the City Manager, in most cases in the City of Destin, the erosion control line when they re-nourished the beach is now in the water.

Councilmember Ramswell noted that some people had deeds that took them to the water and some people did not, which contributes to the confusion.

Mayor Gary Jarvis

- Crosstown Connector
- Royal Melvin Heritage Park
- Half-cent Sales Tax project list
- Pedestrian walkway under Marler Bridge
- Beach Property Acquisition

The Mayor stated that beach property acquisition is their immediate and long-term goal, and that the City has \$8.5 million committed to this initiative. He considers the pedestrian walkway under the Marler Bridge as their second priority as he believes it would change the dynamics of the boardwalk.

- Alignment of Comprehensive Plan and LDC
- Underground Utilities – US 98 from Marler Bridge to Airport Road

The Mayor stated that achievement of this initiative relies heavily on the City's current franchise negotiations with the Gulf Power Company, or the actual purchase of the electric utilities.

- Plan to develop the Town Center into 2020's
 - ❖ Improvement to water users' footprint
 - ❖ Electrical substation
 - ❖ Tax credits or fee structures to encourage development of lifestyle centers, high school or other developments that are used in the TCCRA (along Main Street)
- Strengthen staff's understanding of:

- ❖ Responsibilities
- ❖ Job descriptions
- ❖ Standard operating procedures
- ❖ Chain of command
- ❖ Customer service oriented
- ❖ How to prioritize corrective actions
- Mitigate legal exposure during legislative efforts
 - ❖ Smart articulation of ordinances
 - ❖ Fact finding and research before acting
 - ❖ Commitment to be fair, honest
 - ❖ Strive to operate within Florida Statutes and Florida city standards of best practices as a guide for starting point for legislation

6. Public Comments

Ms. Leigh Moore announced she has just received an email from Ms. Myra Williams, Vice President of Marketing for the Destin Charter School, responding to Mr. Moody's earlier comments regarding the Chamber's support of the Destin High School. She then read the contents of the email for the record:

"I have received several messages regarding Shane's comments about the Chamber's support of the Destin High School. Let me clarify what has happened thus far.

In the latter part of January, the school governing board presented to the Executive Chamber Board the status of DHS, the evolution of what has been done to date, the submittal of the charter application and the vision for the school... just as we did for the Destin City Council. At this meeting we asked for a letter of support and welcomed any and all board members to get involved in shaping the future of Destin High School.

As a follow-up on February 15, I sent correspondence with a few updates on:

- *First National Bank's \$200,000 loan (if needed)*
- *Successful fundraiser hosted by the Bawa's*
- *And the recent 35K donation from the Robert Guidry Foundation*

On April 2, we requested a meeting with the Chamber Board to present updates. At this point, an April presentation was not attainable; however, I then asked if we could get on the agenda for May, June or July meeting?

Just recently, on May 7, Shane responded asking to set an upcoming meeting with the governing board and I have been working on this.

For the record, all the 'questions' Shane spoke of would be answered in the charter application, which is public record.

The results of our efforts have been in the news on a frequent basis...such as an approval of the charter application, the donations of public support thus far totaling nearly \$98K.

The governing board would like to bring forward new information and meet with the entire Chamber Board to answer any and all questions and receive the input and support we expect from the Destin Chamber of Commerce."

Councilmember Menchel commented that according to the data provided by the Sheriff's Office, 80 to 82 percent of calls for service comes from tourists. Moving forward, they need to better articulate this fact to get more funding from the TDC because Destin residents should not be paying 82 percent of the services the Sheriff's Office provides to the tourists.

7. Prioritizing of Projects

The City Manager noted that all the objectives the Mayor and Council identified above have all been listed on the board. He gave each elected official 10 "dots" (one dot equals one vote) and asked them to select their priority objectives for implementation by placing one or more dots per objective they wish to support. The projects will be prioritized by the number of votes they receive.

Prior to voting, the City Manager discussed the following potential funding sources and amounts available to the City:

- General Funds: a 1% property value increase equates to an additional \$77,260 in property taxes for Destin projects/initiatives
- Unallocated Fund Balance: Estimated amount of \$4,909,000
- Technology Fee Balance: \$ _____
- Impact Fees (Restricted uses): Estimates
 - ❖ Parks - \$34,000
 - ❖ Traffic - \$908,000
 - ❖ Library - \$79,000
 - ❖ Net Positive Environmental Benefit (NPEB) - \$178,000
 - ❖ Multi-modal - \$407,000
- Partner Support: TDC – \$6.5 million committed
- Grant Funds: Restore Act - \$2 million committed in 2020
- Half-Cent Sales Tax (Restricted uses): \$1 million/year can be used for:
 - ❖ Stormwater Projects/Water Quality Projects
 - ❖ Roads and Traffic Congestion Projects and Public Safety EnhancementsStaff will bring this back to Council at the budget workshop with project recommendations for council direction

Voting on prioritization of objectives resumes. The results of the voting are as follows. The number of votes received is identified in parentheses following each objective.

- 1) Alignment of Comprehensive Plan and Land Development Code (9)
Construction: Road at Pointe one (9)
- 2) Destin High School (8)
Crosstown Connector (8)
- 3) Pier in Destin (6)
- 4) Parking Garages (5)
- 5) Construction: Pedestrian Walkway Under Marler Bridge (4)
Public Beach Access (4)
Short-Term Rentals (4)
 - Discourage certain style apartment buildings via our LDC and encouraging quality, less dense mixed use residential instead

- 6) Underground Utilities (3)
Unifying Theme: Decorative Streetlights/Arches (3)
- 7) Traffic Issues (2)
Capt. Royal Melvin Heritage Park & Plaza (2)
Parking (2)
Joe's Bayou Recreation Area Improvements (2)
Open Beaches – No Ropes/Chains (2)
- 8) Private Property Rights (1)
Boards and Committees (1)
Personnel – Community Development (1)
Expand Paid Parking (1)
Better Efficiencies in Building Dept. for Everyday Citizens (1)
 - Reduce permitting times
 - Proactive approach to solving problems

Others not receiving votes

- Mayor Fishing Tournament
- Roadway Lighting
- Personnel – Code Compliance
- Adopt-A-Street
- Increased Parking Standards for all Developments – Restaurants, retails, apartments
- Plan to Develop the Town Center into 2020's
- Mitigate Legal Exposure during Legislative Efforts
 - Smart articulation of ordinances
 - Fact-finding and research before acting
 - Commitment to be fair, honest
 - Strive to operate within Florida Statutes and Florida City Standards of Best Practices as a guide for a starting point for legislation
- Strengthen staff's understanding of:
 - Responsibilities, job descriptions, standard operating procedures, chain of command, customer service orientation, how to prioritize corrective actions

According to the City Manager, this information will be provided to the Council at the budget workshops for discussion and re-prioritization, if necessary; and again, at the budget meetings where the Council can officially vote and adopt the budget.

Having no further business at this time, the meeting was adjourned at 2:55 PM.


Gary Jarvis, Mayor

ATTEST:


Rey Bailey, City Clerk

Organizational Accomplishments for 2019



Office of the City Manager



Kicked off Energov Project

- Scanning Docs
- Representatives from Community Development, IT, Code Compliance Public Services, Clerks and City Manager's Office working together
- The Organization is documenting their processes and finding ways to streamline our workflow and improve our work product

Simplified the Paid Parking process

- Drastically reduced staff time to manage paid parking
- Increased revenue for parking improvements

Civic Clerk Agenda System

- Numerous new employees have been incorporated into the system in 2019 and is learning our agenda process
- Increased use by the organization as well as required training for the system

Wage & Classification Study -

- Increases to minimum market for job class
- Staffing levels – recruited and filled 15 Full-time positions

Process Maps and Workflows within City Departments

- All Departments analyzing workflows and processes within their departments
- Lays foundation for systematic processes to be implemented within Energov and other systems

CIP & Special Projects



Joes Bayou Recreational Area –

In December 2016, grant application submitted for NRDA-Restoration Project. This \$12 million dollar project will improve access to the existing boat ramp, enhance recreational amenities, and enhance and restore the topography and natural resources at Joe's Bayou Recreation Area and Mattie Kelly Park and Nature Walk. Grant to be Managed by FDEP.

Clement Taylor Park Renovations- Status:

- OCBOC approved application submittal to Treasury on 9-3-19. Initial US Dept of Treasury review comments received, and replies sent. Awaiting Treasury to award the grant and then will enter into sub-recipient agreement with County.

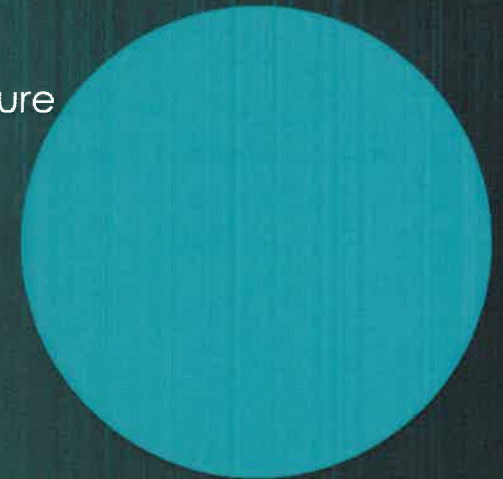
Captain Royal Melvin Heritage Park & Plaza-

- Final Design Plans approved by Florida Communities Trust (FCT).
OCBOC approved application submittal to Treasury on 9-3-19. Initial US Dept of Treasury review comments received and replies sent. Awaiting Treasury to award the grant and then will enter into sub-recipient agreement with County.

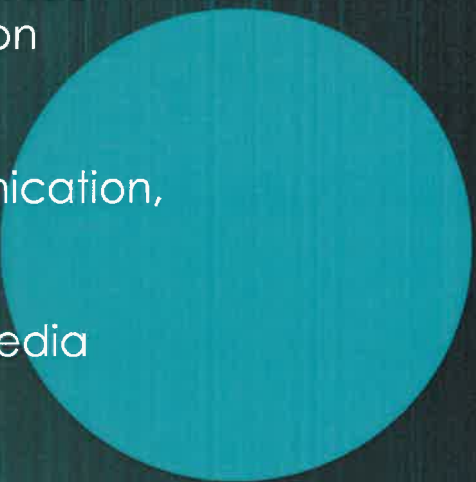
CIP & Special Projects

Created the **Public Beach Initiative** in 2019 that has resulted in 8.5 million dollars in initial commitments to beach property purchase -

- **HASS center** is compiling economic/job data and survey to help secure Triumph funding through the application process
- Data will drive final application



Public Information



- **Increased presence with social media** – The city continues to see growth on social media, over 9,210 followers and 8,900 likes on Facebook.
- **The city launched Nextdoor** to boost neighborhood communication, with targeted audiences of over 2,700 residents.
- **Staff has also been in contact with Get the Coast**, a digital media outlet covering government initiatives.
- **Increased presence with print media**
- **Increased cooperation with strategic partners and other organizations such as the US Census Bureau**

IT Highlights

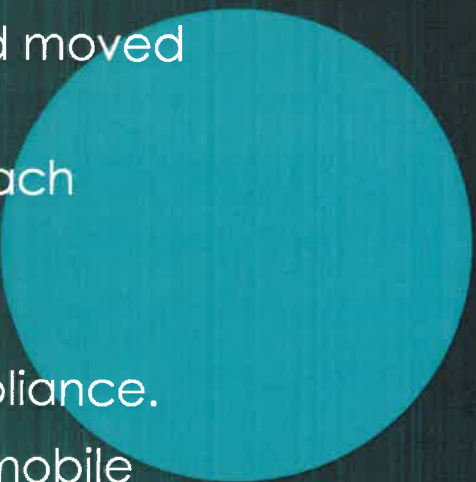
- **Installed a new virtual server backbone** to support the Energov software package and increased capacity of cloud backups
- **Upgraded our MUNIS financial system** to the latest 11.3 version to provide enhanced tools for the organization
- **Office 365 migration** for all users to increase organizational productivity and sustainability in disaster scenarios (in progress). Also provides much improved real-time collaboration in office documents.
- **Short-Term rental application process improvements.**
- **Improved mobility and communication resources for Code Enforcement**
- **IT has created a knowledge-based system** that continues to grow with articles to help employees with everyday IT needs.

City Help Desk FY 2019

Requests Through Website

<u>CATEGORY</u>	<u>SUBMITTED</u>	<u>CLOSED</u>
Active City Projects	9	10
Beach and Harbor	58	60
Building Licenses & Permits	33	33
Code Compliance	102	102
Garbage Service/Debris	13	13
Misc	26	24
Parks and Rec	18	19
Public Records Request	69	94
Streets and Sidewalks	68	72
<u>Total:</u>	<u>396</u>	<u>426</u>

Office of Code Compliance



- Code Enforcement changed to Code Compliance and moved within the City Manager's Office
- New Staff: Harbor Waterways Compliance Officer & Beach Compliance Officer.
- Expanded hours of operation to include weekends.
- New protocols to better handle after hours Code Compliance.
- Increased visibility: striping & light bars on vehicles and mobile offices.
- Tech Advances: Code Compliance now equipped with in-car computers & Printers to increase efficiency & effectiveness.

Office of Code Compliance

- Between 10/01/18-09/30/19 **1894** Registrations, **\$303,325** (STR, LTR, Livery Vessels, Beach Vendors)
- Between 10/01/18- 09/30/19, **2746** Cases, equaling **4640** Code Cases and **6693** Activities

CODE COMPLIANCE REGISTRATIONS

• SHORT TERM RENTALS	1010
• LONG TERM RENTALS	393
• LIVERY	450
• BEACH VENDOR	41

AFFECTED AREAS

SOUTH OF 98
NORTH AND SOUTH of 98
SOUTH OF 98
SOUTH OF 98

Office of Community Development – Accomplishments

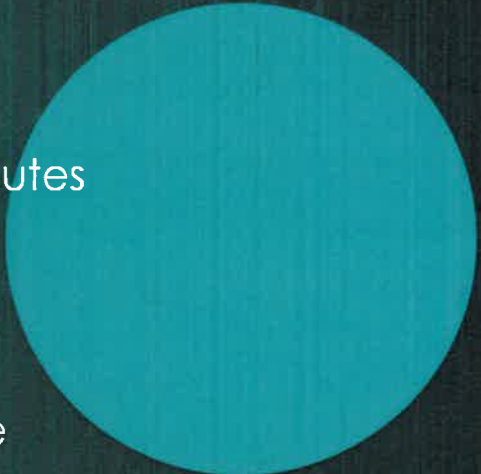
- **Realignment of the Comprehensive Plan/Land Development Code: 467 of 468 parcels successfully rezoned (99.78%)**
- 1,250 Lien search requests
- 3,640 Responses to property information & general inquiries
- 18,500 Documentation and maintenance of records
- 3,380 Visitor sign in's responded with customer service
- **25 Ordinances proposed by staff (3 by applicants) of that 24 were adopted by council**

Office of Finance– Accomplishments



- **Government Finance Officer Association Certification of Achievement for Excellence in Finance Reporting-** Awarded the for the twenty-fifth consecutive year.
- **Expanded the budget process to provide more review time for City Council** and staff. Hosted 3 public workshops
- **Distinguished Budget Award-**the City was awarded for the sixteenth year.
- **Paid Parking Project** – staff assistance and management of process
- **MUNIS Financial System upgrade** – staff assistance and training

Office of City Clerk– Accomplishments



- The Clerk's staff provided administrative support for 128 evening meetings totaling approximately 256 hours; and which required production of 128 sets of minutes
- The Clerk's Office completed and distributed meeting minutes within 10 business days following the meeting 96.8% of the time.
- The minutes of meetings were approved by appropriate bodies without challenges or corrections 97.6% of the time

Office of City Clerk– Accomplishments



- Quarterly inventory of records data base reveals timely destruction of obsolete records was accomplished 100% of the time
- Public records provided within 3 business days of request 96.6% of the time. The 3-day standard is consistent with the standard set by most other local municipalities

Office of Library– Accomplishments



- **54,000+ visitors in 2019**
- 1,500+ patrons attended programs and STEAM focused special events during the summer reading program. 204 children and teens signed up for summer reading logs and kept track of their reading. The Rotary Club of Destin sponsored the summer reading program for 2019.
- Code Club (started in the fall of 2016) every class has been filled to capacity since its inception.

Office of Library– Accomplishments



- **Art hanging system** was added to the library with a rotating exhibit from local artists.
- **New and expanded collections of e-materials** including eBooks, eAudio books, digital magazines, Lynda.com, and Brain Fuse (learning and tutoring platforms). **E-materials checkouts have increased 84% from 2018.**
- **Moveable shelving fixtures** replaced static shelving which allows flexible use of library space.

Office of Parks and Recreation – Accomplishments

- **On-leash Dog Pilot Program** was successful and expanded, we now have 5 neighborhood leashed dog friendly parks.
- **Parks Crew cover Beach Parks and Boardwalk from Dawn to Dusk** to better serve our residents and visitors.
- **Replaced decking and rails at June White Decker, Crystal Shores.**
- **Resurfaced Walking Track @ Morgan's**
- **Installed Earth Network Outdoor Lighting Alert System @ Morgan's.**

Office of Parks and Recreation – Accomplishments

FY 19 Rentals and Registrations

Morgan Sports Center

Rentals \$42,975.10

18 Tournaments \$55,757.84

Buck Destin Park - Rentals \$5,190.50

Joe's Bayou Boat Launch

Ramp Fees \$85,283.00

Commercial Passes \$2,060.00

Non-Resident Passes \$5,125.00

Resident 2nd Passes \$1,305.00

Community Center - Rentals \$22,787.72

Clement Taylor Park - Rentals \$2,464.70

Office of Parks and Recreation – Accomplishments

FY 19 Rentals and Registrations

Morgan Sports Center

Adult Program Registrations 631

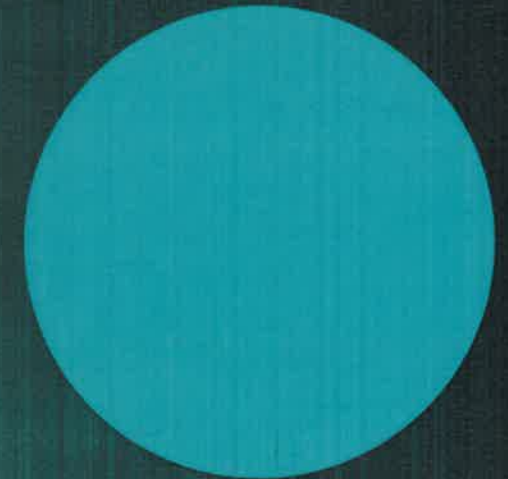
Children Program Registrations 688

Community Center

Adult Program Registrations 712

Children Program Registrations 895

Volunteer Hours 2,654



Office of Public Services– Accomplishments



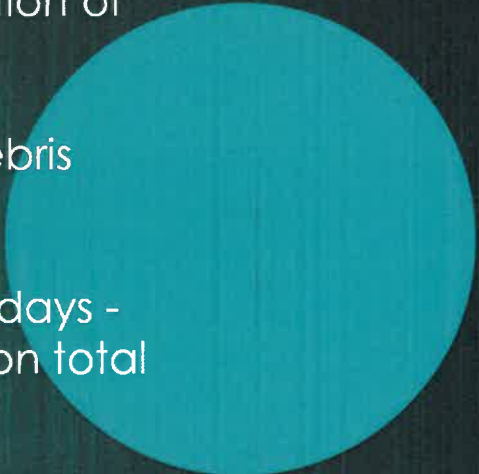
- **Secured Amendment from NFWF to use remaining grant monies to fund two new stormwater projects** - Calhoun Avenue and Cross Street
- **Five major paving projects were completed-** Mattie M. Kelly Blvd, Stahlman Avenue (98 to Kelly St), Gulf Shore Drive (98 to Sandpiper Cove), Restaurant Row and Scenic 98 (Restaurant Row to 98)
- **Public parking lots restriped – striped Morgan Sports Center, Cemetery, City Hall Annex and City Hall**
- **1405 feet of Sidewalk has been repaired or replaced throughout the City**

Office of Public Services– Accomplishments



- **All Public Services Staff has completed FEMA Emergency Management Training Modules for the Incident Command System (ICS) and the National Incident Management System. Supervisory staff in our Public Works Division have completed both the Debris Management Plan Development course as well as the Debris Operations course.**
- **Embraced new technologies to streamline our processes:**
 - Digital on-line fillable permit application forms
 - Using cell phone apps to collect field data and import it into our Geographical Information System (GIS)
 - Using updated aerial photography to conduct infrastructure assessments. (in progress)

Office of Public Services– Accomplishments



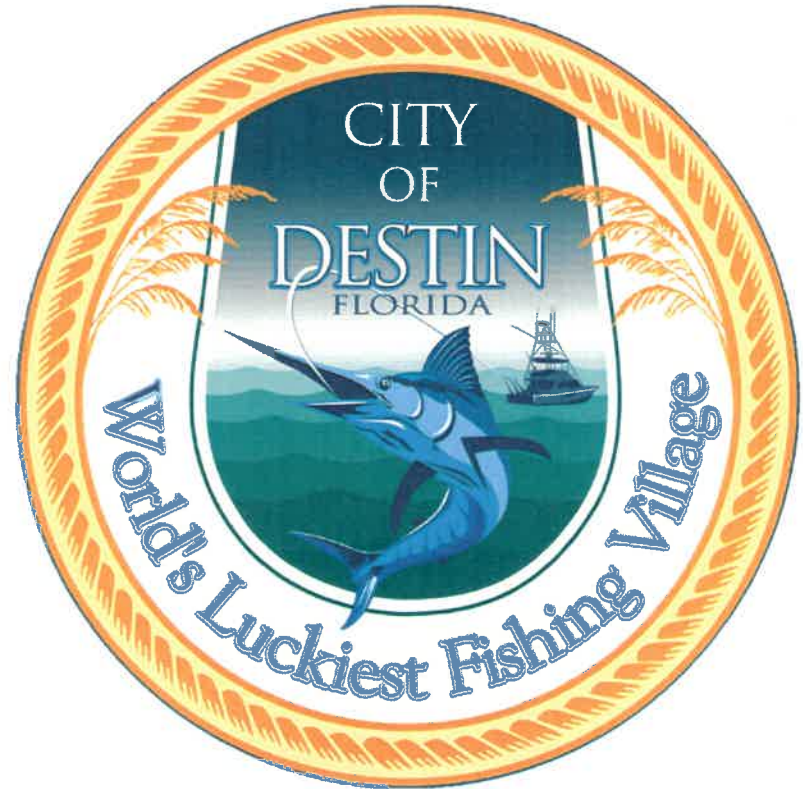
- **Permitting Process started on Two Park Projects** – Construction of Royal Melvin Heritage Park and Clement Taylor
- Street Miles Swept - 230 miles removing approx 75 cy of debris
Signs Replaced - over 400
- Works Orders Received/Works Orders Completed within 5 days - 933 received, 692 completed within 5 days for a completion total of 75%
- Right of Way Permits Processed – 246
- Main Street/City Hall Banner Poles Installation, Artwork Banners Placed

Office of Public Services— Accomplishments



- Added signage to all paid parking lots as well as added parking signs to help address parking issues on Stahlman/Sibert
- Emergency washout repairs at Joe's Bayou
- Installation of 2 new Transit stops
- Assisted Beach Safety installation of new lifeguard stands at Norriego Point
- Initiated a monthly safety training program for Public Services Staff
- Truncated Domes Replaced - 100+ installed

Community as a Brand











What is a Brand?

- It is what people think of when they hear about the name of your Company or Community.
 - Both factual and emotional

Why is it
important?



- Tells people about the Community's DNA

Why is it
important?



- Tells people about the Community's DNA
- Promotes Recognition

Why is it important?



- Tells people about the Community's DNA
- Promotes Recognition
- Helps set the Community apart from the competition

Why is it important?



- Tells people about the Community's DNA
- Promotes Recognition
- Helps set the Community apart from the competition
- Provides motivation, pride & satisfaction

Key Components of a Brand



Key Components of a Brand

- ❖ The brand needs to permeate the entire Community



Key Components of a Brand

- ❖ The brand needs to permeate the entire Community
- ❖ It is what makes a memorable impression on residents and visitors



Key Components of a Brand

- ❖ The brand needs to permeate the entire Community
- ❖ It is what makes a memorable impression on residents and visitors
- ❖ There are several fundamental components to a brand



Key Components of a Brand

- ❖ The brand needs to permeate the entire Community
- ❖ It is what makes a memorable impression on residents and visitors
- ❖ There are several fundamental components to a brand
 - **Vision** - What the Community is about



Key Components of a Brand

- ❖ The brand needs to permeate the entire Community
- ❖ It is what makes a memorable impression on residents and visitors
- ❖ There are several fundamental components to a brand
 - **Vision** - What the Community is about
 - **Emotion** - How residents and visitors feel about the Community



Key Components of a Brand

- ❖ The brand needs to permeate the entire Community
- ❖ It is what makes a memorable impression on residents and visitors
- ❖ There are several fundamental components to a brand
 - **Vision**- What the Community is about
 - **Emotion**-How residents and visitors feel about the Community
 - **Consistency**-Remaining consistent across the Community's branding is essential to build a strong brand image.



Key Components of a Brand

- ❖ The brand needs to permeate the entire Community
- ❖ It is what makes a memorable impression on residents and visitors
- ❖ There are several fundamental components to a brand
 - **Vision** - What the Community is about
 - **Emotion** - How residents and visitors feel about the Community
 - **Consistency** - Remaining consistent across the Community's branding is essential to build a strong brand image.
 - **Perception** - It is critical to understand that ultimately it is the residents and visitors who decide how the Community brand is perceived/seen.



What are the elements
of
OUR Brand?





Governance



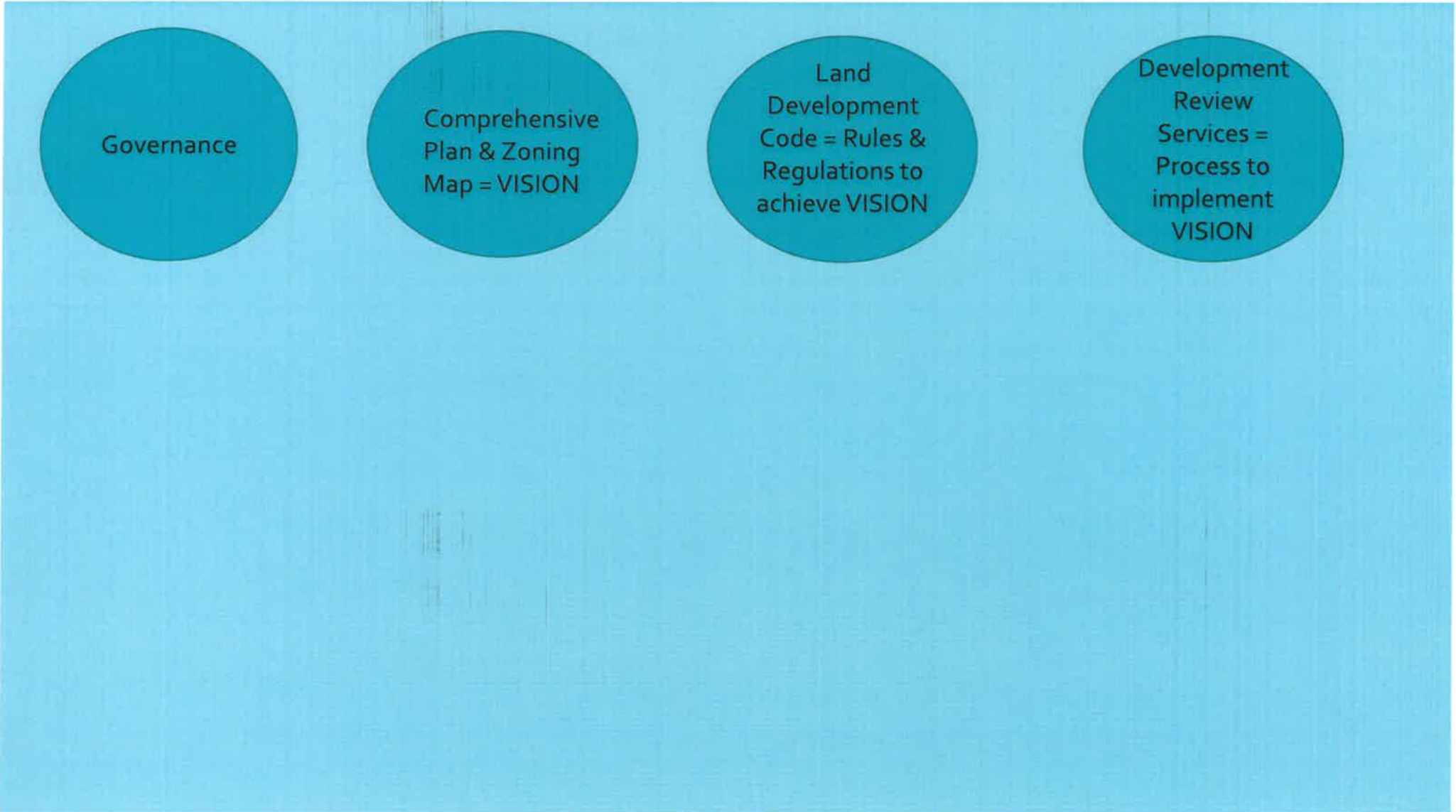
Governance

Comprehensive
Plan & Zoning
Map = VISION

Governance

Comprehensive
Plan & Zoning
Map = VISION

Land
Development
Code = Rules &
Regulations to
achieve VISION



Governance

Comprehensive
Plan & Zoning
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Land
Development
Code = Rules &
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Development
Review
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Quality of our
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Compliance =
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Regulations

Quality of our
Recreation
Facilities &
Programs

Quality of our
Infrastructure

Wayfinding
Master Plan
How people
navigate

Governance

Comprehensive
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Map = VISION

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Development
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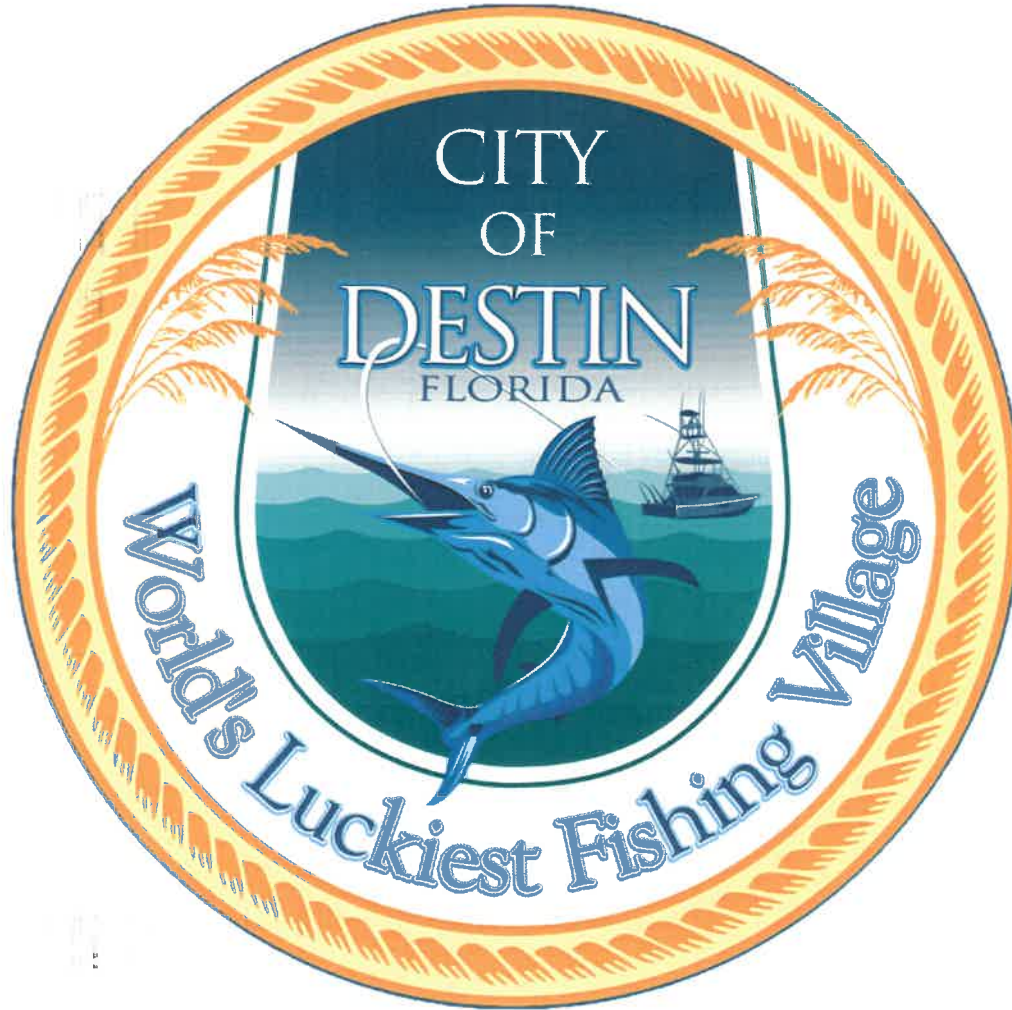
All of these elements combine to
create both factual and emotional
perceptions of the City of Destin
know as our BRAND...

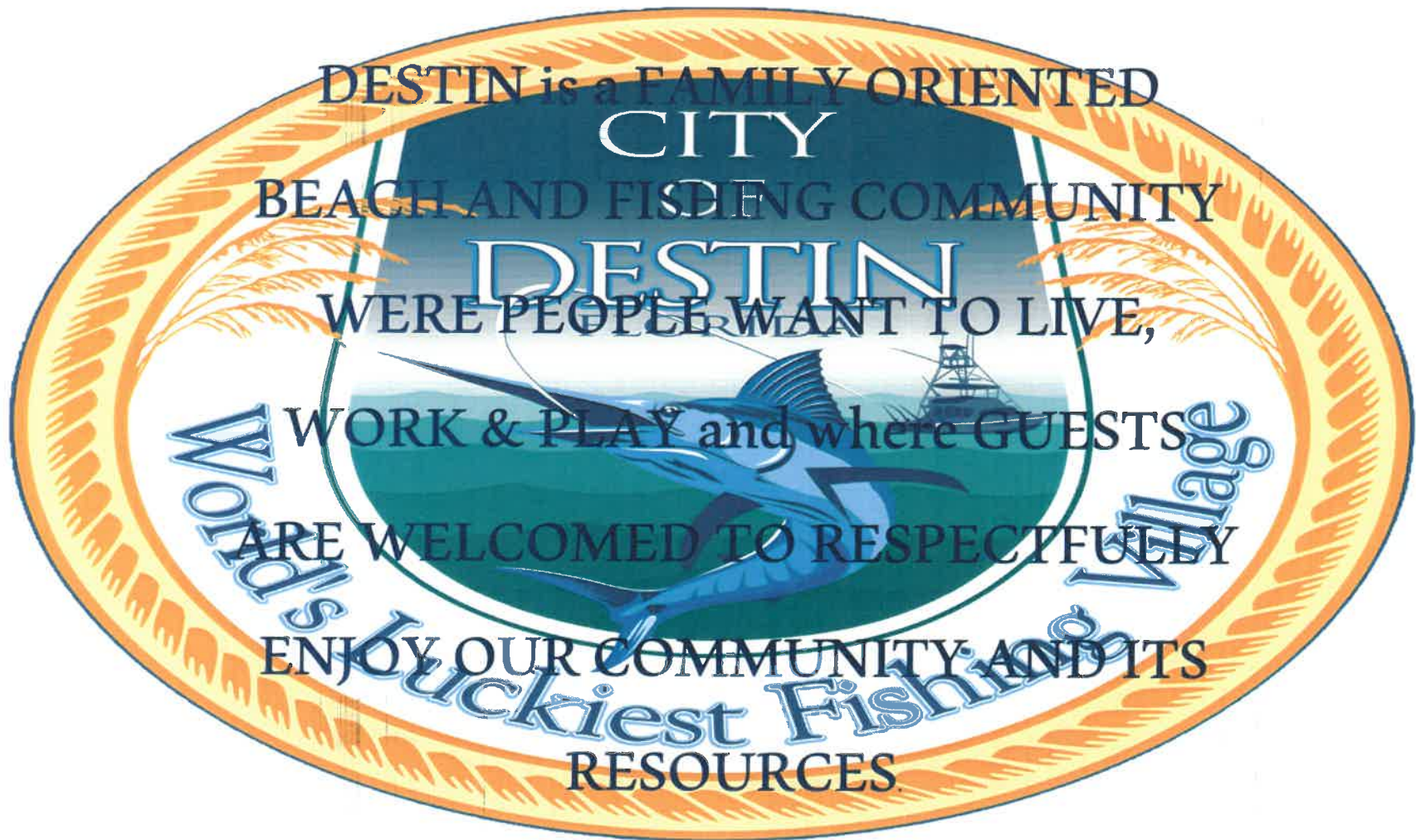
Code
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Wayfinding
Master Plan
How people
navigate



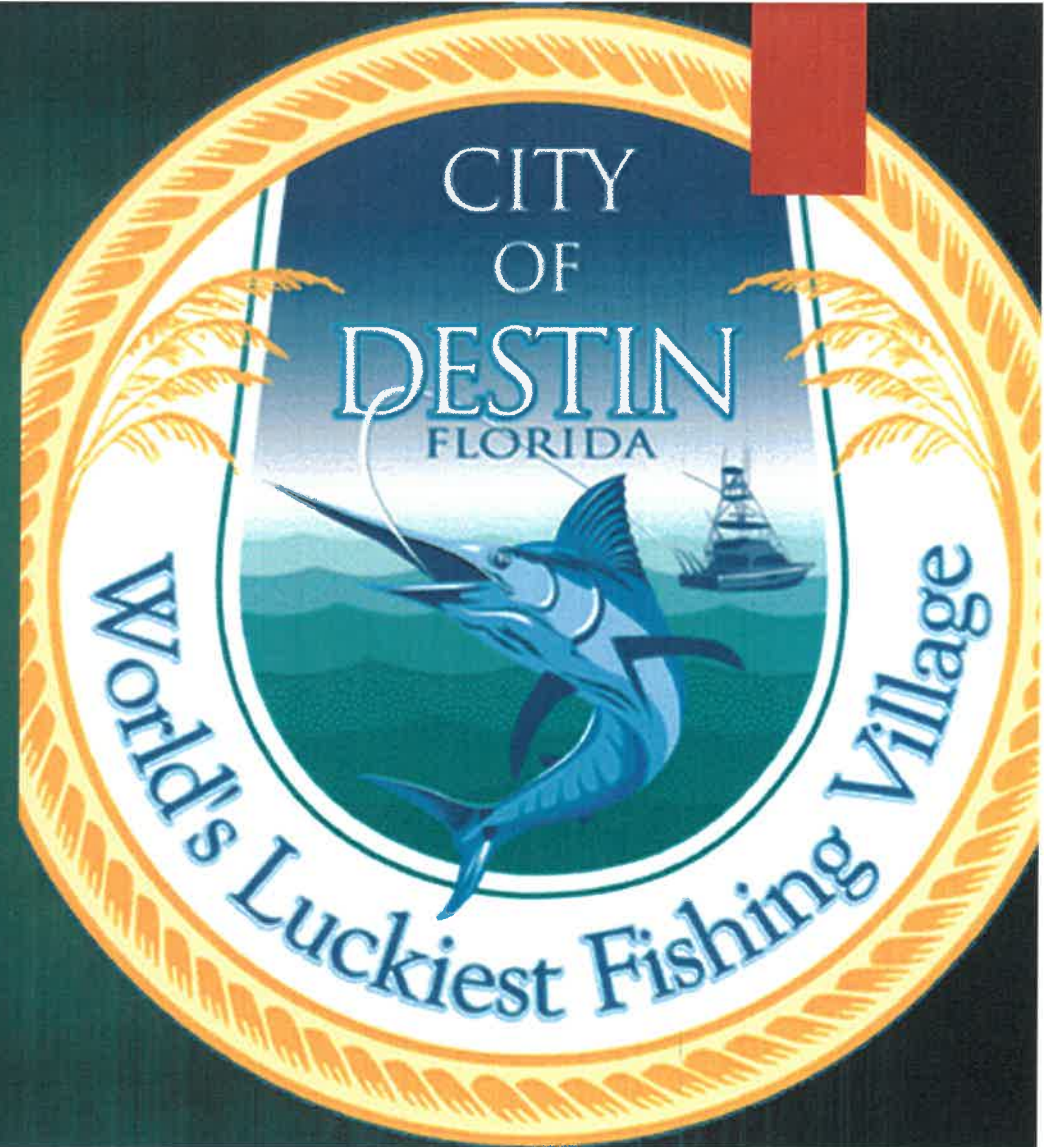


DESTIN is a FAMILY ORIENTED
CITY
BEACH AND FISHING COMMUNITY
WHERE PEOPLE WANT TO LIVE,
WORK & PLAY and where GUESTS
ARE WELCOMED TO RESPECTFULLY
ENJOY OUR COMMUNITY AND ITS
RESOURCES.

Questions/
Comments??

City Council Feedback for Visioning Session

NOVEMBER 7, 2019



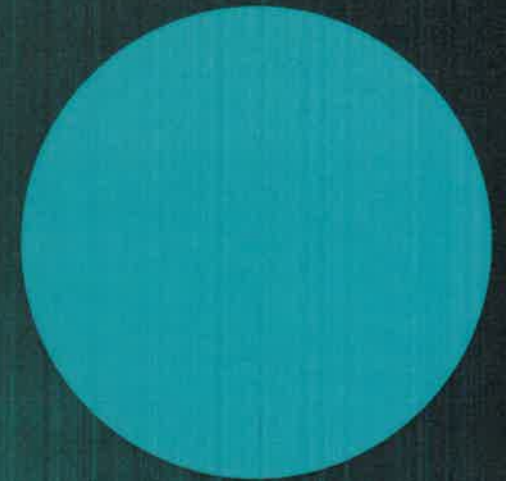
Council Feedback

Comments are in no particular order

- ▶ Beach Renourishment- establish a schedule with permitting and funding factored in, must keep pass open.
- ▶ Public Beach Initiative- pull the trigger on land purchase
 - Establish public access corridor along areas with private ownership
- ▶ Traffic- must develop a plan to improve Level of service. Work with MPO and FDOT.

Council Feedback

- ▶ Implement Two Lane Crosstown Connector
- ▶ Underground Utilities
 - ▶ Implement in phases
 - ▶ Plant street trees immediately thereafter
- ▶ 24/7 Code Compliance
 - ▶ No clear consensus, some believe Sheriff can handle this.
 - ▶ Others think warning letters will suffice.
 - ▶ The point was made that short-term rentals should only be allowed in certain districts.
 - ▶ Need body cameras for Code Compliance



Council Feedback

- ▶ Charge for Parking in near access points. See Sanibel Island. Destin should maintain beach near the access points. I.e. trash pickup and raking.
- ▶ Streamline Permitting. Not by relaxing rules but by getting back to Applicants quicker with the information they need. Point was made that certain Conditional Use permits do not have to go back to Council.
- ▶ Complete Heritage Park Project
 - ▶ Village Inn

Council Feedback

- ▶ Establish regular communication with City Manager.
 - ▶ Need system to follow up on items raised by council and citizens. Check minutes of committee meetings immediately to see what follow up is needed.
 - ▶ Check contracts to be sure vendors are providing services they are being paid to provide. I.e. street lights.
- ▶ Need grant writer on staff. Need engineer consultant with expertise in underground wiring phasing and funding.
- ▶ Need wider sidewalks. FDOT money is available.

Council Feedback

- ▶ Finance needs to be more cooperative with council.
- ▶ Look at restricting boat and Rv parking in front and side yards.
- ▶ Improve entrances to Destin from East and Mid Bay Bridge.
- ▶ Develop unified wayfinding and rekindle adopt a street program. Install hangers on streetlight poles for decorative and informative banners.

Council Feedback

- ▶ Need staff to take initiative in bringing matters to Council. "They don't need to wait for us to see a problem."
- ▶ Install boardwalk under bridge to north and east to encourage further development of harbor side.
- ▶ Install traffic calming features on certain neighborhood streets.
- ▶ Build parking garage with retail on first floor and with a charge for parking.

Council Feedback

- ▶ Need more boat ramps and parking.
- ▶ Height limits.5 rather than 13 stories.
- ▶ Control signage. Amortization of certain existing signs particularly in western part of city.