



## State of the City – June 20, 2017

1. Introduction
2. City Administrator's Message
3. Organizational Chart
4. Department Directory
5. Mission Statement/Vision Statement
6. Goals
7. Survey Results
8. Work Plan
9. Citizen Involvement
  - How to Connect
  - Alert Bay
10. Citizen Engagement
11. ESU/Fire
12. Police
13. City Clerk
  - Finance
  - Records
  - Human Resources
14. Public Works
  - Water
  - Sewer
  - Stormwater
  - Daily work schedule
15. What does the Public want us accomplish?

We are called, 'Mayberry on the Gulf'. In one of the Any Griffith episodes, Andy was asked why he didn't go somewhere bigger or go to the State Police. He said, 'Why would I go somewhere else? I like it here'. And so it is for me and so it is for others who have learned about our little slice of paradise. You can't help where you are from, but you can change where you are. So here we are. All of us are here because we want to be. It doesn't matter if you have been here all your life. It doesn't matter if you have only been here for just a short while. And it doesn't matter if you live somewhere else but visit here every year for the past 30 years. I have heard it from so many people: Mexico Beach is special. Living in Mexico Beach is special and being able to work in Mexico Beach is also very special. Very few people in this world have the commute with a view that I have every day.

Our job is to not only represent the public, but do what we need to do to enforce policies enacted by the Board. We are 'governing from the middle' and that doesn't always play well with everyone. No matter what we do, someone doesn't like it. We can't always enact a blanket policy that makes perfect sense to everyone. Example: We received numerous calls that some didn't like that our sanitation workers turned the trash cans upside down when emptied in part because they had trouble turning the cans over. We thought that made sense because we knew when a can was empty and it didn't help breed mosquitoes. So we left them right side up. Now we get calls that some preferred the cans upside down. It is a conundrum. So I tell people it is a matter of personal preference and if you want your can a certain way, just talk to your normal trash guy and he will take care of you.

There is a tendency to put out a lot of signs and many are justified. We could get sign crazy and destroy the pristine nature of our community. A sign is just a convenient excuse when you get caught missing common sense. The first thing they say is, 'I didn't see a sign'. We have to have some, but we don't need a bunch. Besides sometimes signs have an opposite effect.

Mexico Beach has come a long way. We have accomplished a great deal in the past few years. Parker Park phase 1 is complete. The new City Hall is complete and I have to say... we are thankful everyday when we enter the building. The Canal is almost complete. For the past year, we have had

these three projects going on. We were extremely busy. Add in the sanitation issue and LNT and I have to say... we are now certifiably nuts.

Mexico Beach has the highest millage rate in Bay County. Mexico Beach will always have the highest millage in Bay County. The reason: most of our property taxes is paid by residential properties. Should the community desire to attract economic development, does economic development in a rural community pay for itself? Let's look at the Costs of Community Services. Studies have been performed throughout the nation while looking at communities of all sizes and the results are similar. We will divide land uses into three categories: Residential, commercial/industrial and farmland/open spaces. Look at the fiscal impact of each category by creating a ratio. A ratio of one means that for every dollar of revenue collected, one dollar is spent. Residential land is a net drain on local government budgets. Average estimates for residential properties range from 1.15 to 1.5. Commercial/industrial properties range from .30 to .65. Farmland/open spaces range from .30 to .50. You can argue that every community is different as Mexico Beach itself is different, but I think we can all agree that residential ratio is above 1.

If we want more commercial opportunities, where do they go? Much of our commercially-zoned property is used as residential. That is the path our predecessors have taken based on the situation with which they were faced and we have to live with it but commercial districts are traditionally relegated to commercial purposes. I expect our revamped comprehensive plan might give us some direction where future commercial growth might occur.

# State of the City

June 20, 2017



### Costs of Community Services

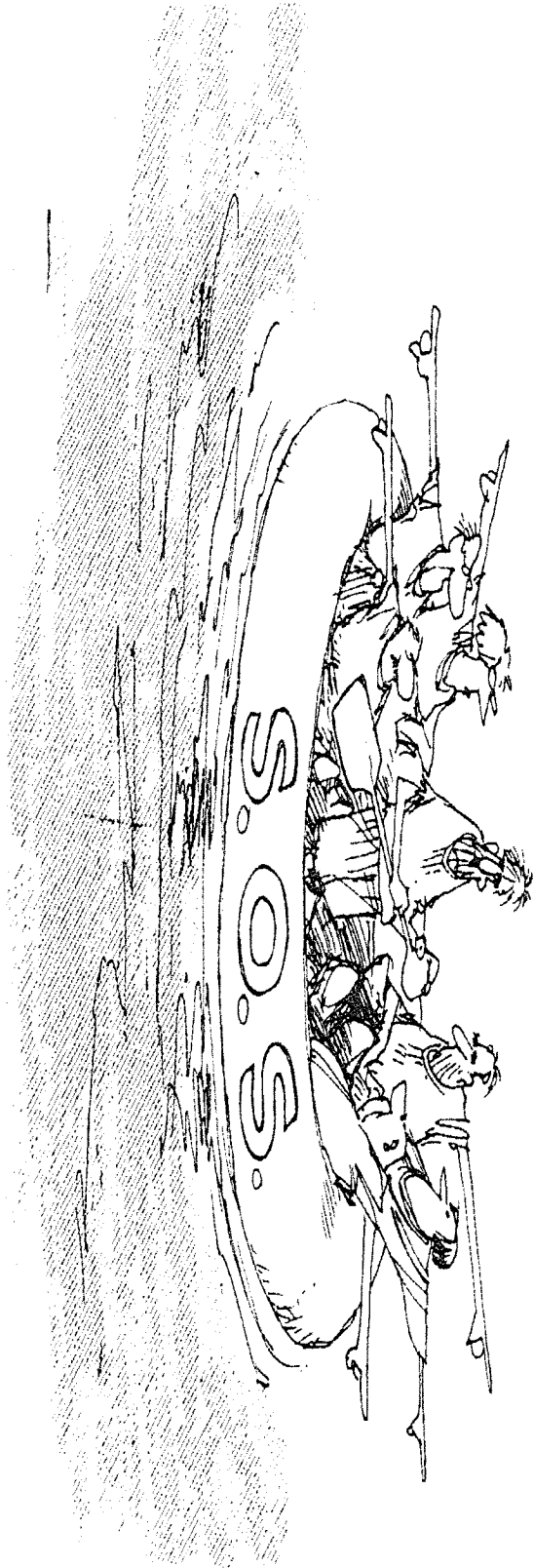
A ratio of one means that for every dollar of revenue collected, one dollar is spent.

Residential properties range from 1.15 to 1.5

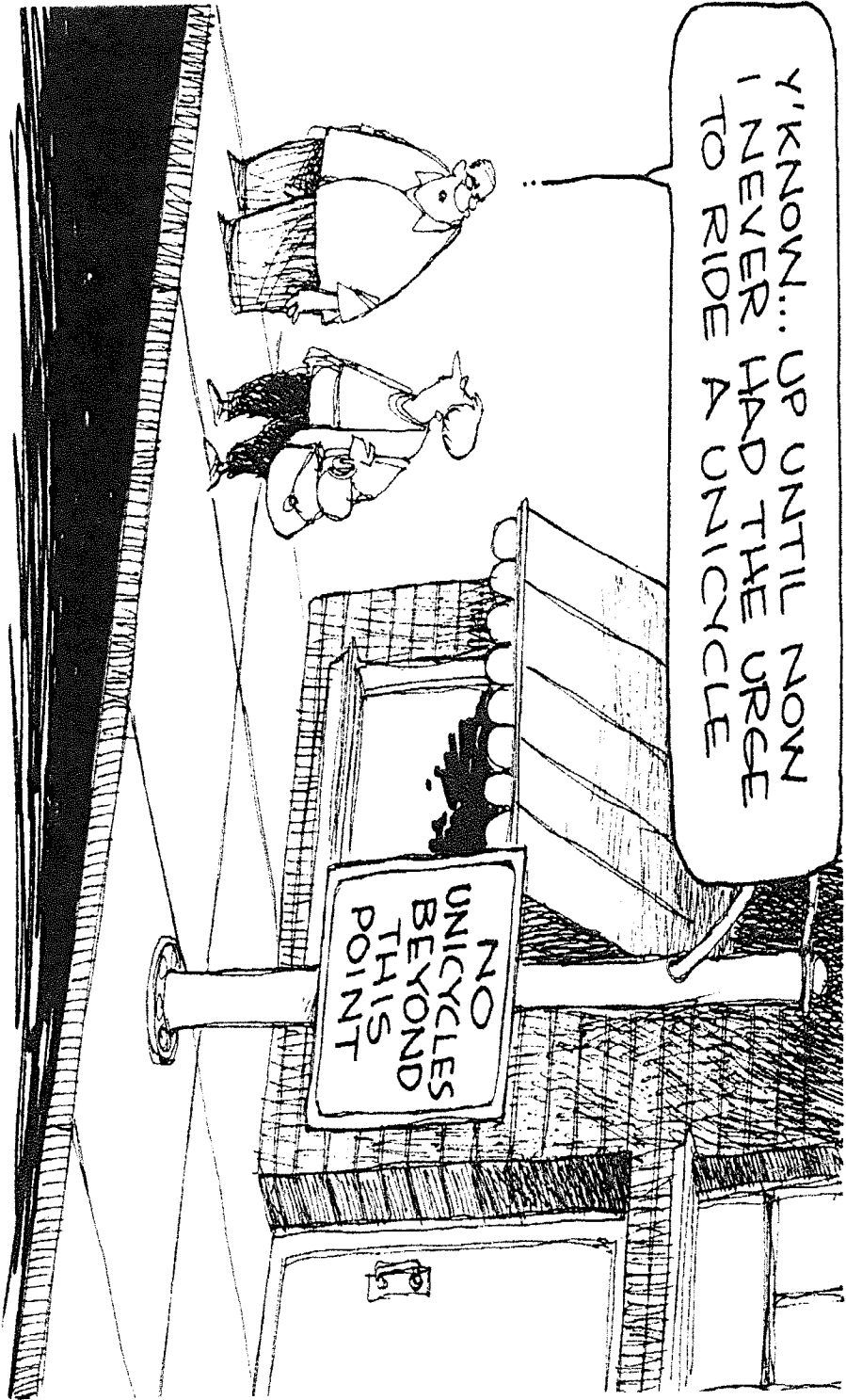
Commercial/industrial properties range from .30 to .65

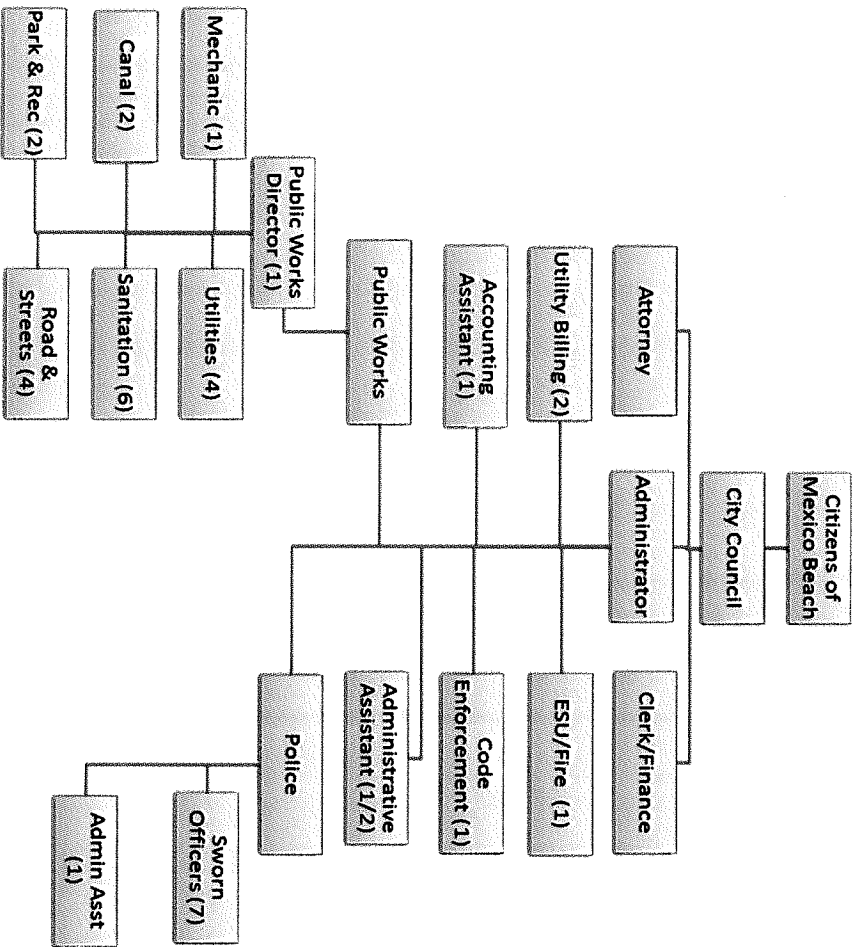
Farmland/open spaces range from .30 to .50

GOVERNING FROM  
THE MIDDLE...



Y'K NOW... UP UNTIL NOW  
I NEVER HAD THE URGE  
TO RIDE A UNICYCLE





## Department Directory

<u>Department</u>	<u>Phone</u>	<u>Ext</u>	<u>Cell Phone</u>
Administration (City Hall)			
City Administrator	648-5700	203	850 832-5899
City Clerk/Finance	648-5700	205	
ESU/Fire	648-5700	207	850 348-0906
ESU on Call			625-2782
Accounts Payable	648-5700	204	
Building Department	648-5700	206	
Code Enforcement	648-5700	207	850 340-3410
Utility Office	648-5700		
Sheri	648-5700	201	
Lindsay	648-5700	202	
Admin Assistant	648-5700	208	
Police Department	648-4790		
Patrol on Duty			625-4778
Public Works			
Public Works Director	648-3635		527-3087
Utility on Call			227-5504

## **Mission Statement**

"Mexico Beach is engaged in providing residents and visitors thorough quality services, while protecting our natural resources and maintaining our small-town coastal atmosphere."

## **Vision Statement**

"To preserve, protect, and enhance our community's quality of life creating memories for the generations who live, work, and play in our piece of paradise."

## **Core Values Statement**

- We are accountable to the Citizens of Mexico Beach.
- We are committed to earn, maintain, and enhance the trust of each other and the community.
- We conduct our work with integrity in an atmosphere of honesty, transparency, respect, and courtesy.
- We strive to exceed expectations and nurture successful relationships with all our partners.
- We are flexible and adaptive to the ever-changing needs of the community: and we encourage and support new ideas, innovation, and creative approaches.
- We will manage our resources wisely and provide high-quality services
- We recognize the vital role played by all City staff and will support them in realizing their full potential.

**Goal # 1      Establish clear and consistent policies that are implemented in a fair, balanced and professional manner**

Action Step #1.1      Receive input from Department Heads and staff

Action Step #1.2      Receive input from citizens through surveys, meetings committees and other communication

Action Step #1.3      Review & Update various City policies (Note: Review history of past issues as needed, be conscious to not reinforce previous failures, limit deviations from policies as much as possible)

Action Step #1.4      Evaluate and draw input from neighboring cities. Focus on best practices.

**Goal #2      Operate with trust; opening channels of communication with citizens, staff and our partners**

Action Step #2.1      Subdue personal agendas and work to draft a City Code of Ethics

Action Step #2.2      Agree to disagree respectfully (be adults not kids)

Action Step #2.3      Let staff be part of the solution process. Create a suggestion box program

Action Step #2.4      Self-assess and evaluate (are you part of the solution or problem?)

Action Step #2.5      Establish a regular business flow of communications (suggest a master calendar)

Action Step #2.6      Review & update all Memorandums of Understanding/Agreement (MOU's/MOAs)

**Goal #3      Establish a welcoming environment for residents, visitors and staff**

Action Step #3.1      Provide Clean facilities

Action Step #3.2      Be attentive, keep an open mind (everyone deserves a response/answer to questions)

Action Step #3.3      Improve the quality of City signage and information

Action Step #3.4      Provide unexpected levels of customer service & delight!

Action Step #3.5      Measure results with surveys (both citizens & visitors)

**Goal #4      Improve the financial position of the City**

Action Step #4.1      Conduct cost audits/comparisons annually for innovative and creative ways to recover costs

Action Step #4.2      Review Impact Fees

Action Step #4.3      Review & Update all City contracts

Action Step #4.4      Assess the operations of each Dept. to ensure adequate staffing

Action Step #4.5      Work to establish an aggressive policy for securing grants and external funding

**Goal #5      Continuously find ways to be more efficient in the operations of the City**

Action Step #5.1      Conduct comparative analysis of City operations

Action Step #5.2      Evaluate joining the Florida Benchmarking Association for additional information & guidance

Action Step #5.3      Conduct cross training

Action Step #5.4      Ensure staff has adequate tools to accomplish the job

**Goal #6      Maintain and construct new infrastructure**

Action Step #6.1      Develop a capital improvement plan (especially parks & recreation)

Action Step #6.2      Conduct a work plan analysis as needed

Action Step #6.3      Create a GIS Mapping System for documentation

Action Step #6.4      Conduct regular cost benefit analysis for repairs vs replacement

Action Step #6.5      Adopt and implement proper project management principals

Action Step #6.6      Develop a regular replacement schedule

**Goal #7 Support a small-town environment through smart growth development and environmental preservation**

Action Step #7.1 Review Comprehensive Plan, Land Development Codes and adjust accordingly

Action Step #7.2 Conduct training for the Planning & Zoning Board members

Action Step #7.3 Conduct more Council training on this subject area

**Goal #8      Work to broaden the future economic base of the community**

Action Step #8.1      Identify new revenue sources

Action Step #8.2      Work to recover administrative costs for services

Action Step #8.3      Review all impact fees/application fees/administrative processes with an eye towards comparison with other local governments

Action Step #8.4      Develop an economic development strategy/plan (include grant writing)

Action Step #8.5      Develop a marketing plan

Action Step #8.6      Evaluate infrastructure to ensure it can support future growth as needed

**Goal #9      Attract and maintain a quality experienced work force for the City**

Action Step #9.1      Develop and implement a plan for the training of all staff including cross training

Action Step #9.2      Involve staff in meaningful consultation regarding department and organizational change by increased communication and delegation of responsibility

Action Step #9.3      Work with City management and elected officials to develop a program that recognizes certification/degrees/educational achievements that benefit the City

Action Step #9.4      Update and maintain an employee handbook to guide employees

Action Step #9.5      Examine the development of a salary study/salary band

Action Step #9.6      Work to create a team environment

## **Strengths, Weaknesses, Opportunities & Threats**

## **Strengths**

- location
- committed staff
- citizen involvement (young retired citizens with time)
- manageable size
- home town atmosphere
- new water system
- solid financial position
- diverse council
- citizen talent base
- staff cross training efforts
- locally owned and operated businesses
- room to expand
- isolated location free of some external growth pressures faced by other beach communities

## **WEAKNESSES**

- staff turnover
- weak employee talent pool to draw from
- inconsistent enforcement of ordinances due to resources
- Preparedness
- lack of follow-up and correction for past mistakes
- lack of clear direction and setting of priorities/balancing limited resources
- lack of unity- too much US vs Them
- challenges paying a competitive wage/cost of living
- seasonal employment base
- lack of City Hall facilities
- lack of proper equipment
- out of date policies and data
- lack of an ability to manage historical public records
- poor market conditions for bidding- lack of qualified contractor talent pool
- thin staffing
- no employee awards system and lack of a comprehensive employee suggestion program to maximize resource efficiency
- culture of the organization lacks a commitment to listen to the employee voice of experience.

## **Opportunities**

- capitalize on family market for visitors
- more family oriented visitors
- park opportunities- place making
- coordinate effective uses for CDC bed tax dollars
- infrastructure expansion
- improve grants programs
- very desirable destination
- higher tax base per capita
- branding

## **Threats**

- federal/state regulation for fishing/dredging etc.
- sensitive (tourism relies on discretionary spending to a degree/ slow economy = less potential revenue
- environmental hazards/spills, red-tide etc.
- weather threats Such as Hurricanes/storms
- isolated location/barrier to some economic markets
- terrorism- proximity to Tyndall AFB
- proper access to waterways
- seasonal population changes (i.e., smaller population having to support service needs) for seasonal visitors
- conflicts between status quo and new expectations
- location demands near isolated beaches may draw wrong criminal element

		Board Response (Average)	Public Response (Average)	Board to Staff	Board to Public	Staff to Public
<b>Emergency Response Operations</b>						
1	Emergency Police Response	5	4.8	4.9	OK	OK
2	Non-emergency Police Response	2.5	4.4	3.9	Disagreement	OK
3	Ancillary Services (motorist assists, vacation checks, process abandoned vehicles)	2.5	3.2	2.9	OK	OK
4	Emergency Fire Response	4.5	4.4	4.9	OK	OK
5	Emergency Medical Response	5	4.8	5	OK	OK
6	Emergency Preparedness and Planning	4.5	4.6	4.5	OK	OK
7	Fire and Police Training	4.5	4.8	4.1	OK	OK
<b>Enforcement and Regulation</b>						
1	Building Code Enforcement (Building, Construction, Fire, etc.)	5	4.4	4.3	OK	OK
2	Community Planning	3	4	4.1	Disagreement	Disagreement
3	Criminal Investigations	4.5	4.6	4.1	OK	OK
4	Drug Enforcement	5	4.6	4.2	OK	OK
5	Police Community Presence (walking downtown, partnerships)	3.5	3.8	3.4	OK	OK
6	Economic Development	2.5	4.6	3	Disagreement	OK
7	Permit and License Administration (Building, Construction, Business, etc)	3	4.3	4.2	Disagreement	Disagreement
8	Plan Review (Building, Subdivision, Drainage, Construction, etc.)	3.5	4	4.1	OK	OK
9	Police Patrol	4	4.4	4.7	OK	OK
10	Zoning and Property Maintenance Code Enforcement	3.5	4	4.2	OK	OK
11	Other Police Public Education (carseat checks, crime prevention, tobacco checks, etc)	2.5	3.4	2.6	OK	OK
12	Parking Enforcement	2.5	3.4	3.3	OK	OK
13	Staff/Employee Training	4	4.6	3.8	OK	OK
14	Traffic Enforcement	4	4.3	3.9	OK	OK
<b>City Appearance</b>						
1	Domestic/Wildlife Animal Control	3.5	3	3.8	OK	OK
2	Beautification (Facade Program, Landscaping, etc)	2.5	3.6	3.6	Disagreement	OK
3	Garbage Collection	4	3.6	4.8	OK	Disagreement
4	Recycling Collection	3.5	3.2	3.7	OK	OK
5	Grounds Maintenance	3.5	3.6	3.9	OK	OK

	Board Response (Average)	2021		Public Response (Average)	Board to Staff	Board to Public	Staff to Public
		Board	Public				
6	Yard Waste Collection	3.5	3.2	4.3	OK	OK	Disagreement
7	Community Activities	2	3.5	3	Disagreement	Disagreement	OK
8	Boards and Commissions	2.5	3.2	3.5	OK	Disagreement	OK
9	Community Grants Program	4.5	4	3.8	OK	OK	OK
<b>Community Activities</b>							
1	Boards and Commissions	2.5	3.6	3.5	Disagreement	Disagreement	OK
2	Community Grants Program	3.5	3.8	3.7	OK	OK	OK
3	Counseling and Other Social Services	3.5	3.4	2.3	OK	Disagreement	Disagreement
4	Environmental Sustainability/Green Operations	3.5	3.2	3.6	OK	OK	OK
5	Senior Citizen Support (Activities, Meals on Wheels, etc.)	3.5	3.2	3.1	OK	OK	OK
6	Community Special Event Coordination (Farmers Market, Festivals, new events, etc.)	2.5	3.6	2.9	Disagreement	OK	OK
7	Holiday Decorations Program/Banners	2	3.4	3	Disagreement	Disagreement	OK
8	Mass Transit/Commuter Shuttle	2.5	2.8	2.5	OK	OK	OK
9	Historic Preservation	2	3.8	2.6	Disagreement	OK	Disagreement
10	Public Works Community Presence	3	3.4	3.2	OK	OK	OK
11	Tree City, USA	1.5	3	2.8	Disagreement	Disagreement	OK
<b>Infrastructure and Facilities</b>							
1	Canal Maintenance	2.5	3.4	4.3	OK	Disagreement	OK
2	Beach Maintenance	4	4	4.2	OK	OK	OK
3	Sidewalk Maintenance	3	4	4.3	Disagreement	Disagreement	OK
4	Street Maintenance (street sweeping, pot holes, removing branches, etc)	3	4.2	4.6	Disagreement	Disagreement	OK
5	Water/Sewer Maintenance	4.5	4.8	4.8	OK	OK	OK
6	Facility Maintenance	4.5	4.2	4.4	OK	OK	OK
7	Tree Maintenance	3	3.2	3.6	OK	OK	OK
8	Capital Improvements: Bikeways (New)	1.5	3.5	3.7	Disagreement	Disagreement	OK
9	Capital Improvements: Sidewalks (New)	3.5	3.5	3.7	OK	OK	OK
10	Capital Improvements: Stormwater (New)	3	4.3	4.2	Disagreement	Disagreement	OK
11	Capital Improvements: Water/Sewer	3	4.5	4.3	Disagreement	Disagreement	OK
12	Capital Improvements: Streets (Reconstruction and Resurfacing)	2.5	4.3	4.1	Disagreement	Disagreement	OK
13	Capital Improvements: Facilities (New)	3.5	4.5	3.2	Disagreement	OK	Disagreement
14	Engineering (project management and administration)	4	4	3.8	OK	OK	OK
15	Tree Planting (New)	1	3.3	3.2	Disagreement	Disagreement	OK

	Board Response (Average)	Public Response (Average)	Board to Staff	Board to Public	Staff to Public	
<b>Communications</b>						
1	Cable TV/Video	1.5	2.8	2.9	Disagreement	OK
2	Print Media	1.5	3	2.8	Disagreement	OK
3	On Demand and Interactive Communications	1.5	3.6	2.9	Disagreement	OK
4	Web site podcasts	3	3.4	2.8	OK	OK
Number of disagreements						22
						21
						6

## CITY OF MEXICO BEACH WORK PLAN 2017



**VISION STATEMENT**  
To preserve, protect, and enhance our community's quality of life creating memories for the generations who live, work, and play in our piece of paradise.

**MISSION STATEMENT**  
Mexico Beach is engaged in providing residents and visitors thorough quality services, while protecting our natural resources and maintaining our small town coastal atmosphere.

### Goal #1: Improve the financial position of the City.

		Responsibility	Turntime
<b>Sub-Goal #1.1 Review all Fees</b>			
<b>Task 1.1.1</b>	City Council Review	Adrian	Jan-17
<b>Task 1.1.2</b>	Annually review during budget process	Adrian	
<b>Task 1.1.3</b>	Special Assessments	Adrian	Feb-17
<b>Sub-Goal #1.2 Review impact fees.</b>			
<b>Task 1.2.1</b>	Council review	Tendler	Done
<b>Task 1.2.2</b>			
<b>Sub-Goal #1.3 Review &amp; update all City contracts.</b>			
<b>Task 1.3.1</b>	Review EPCI Contract	Council	Jan-17
<b>Task 1.3.2</b>	Review Dewberry Contract	Council	Jan-17
<b>Task 1.3.3</b>	Review Legal Contract	Council	Feb-17
<b>Task 1.3.4</b>	CDC Rental Contract	Council	Feb-17
<b>Task 1.3.5</b>			
<b>Sub-Goal #1.4 Financial Policy</b>			
<b>Task 1.4.1</b>	Passed by City Council		Mar-16
<b>Task 1.4.2</b>			
<b>Sub-Goal #1.5 Investment Policy</b>			
<b>Task 1.5.1</b>	Passed by City Council		Mar-16
<b>Task 1.5.2</b>			

**Goal #2: Attract and maintain a quality experienced work force for the City.**

<b>Sub-Goal #2.1 Develop and implement a plan for training of all staff including cross training.</b>					
Task 2.1.1	More employees doing other jobs(crosstraining)	All			
Task 2.1.2	Job Manual (outline normal duties)	PWD			
Task 2.1.3					
<b>Sub-Goal #2.2 Involve staff in meaningful consultation regarding department and organizational change by increased communication and delegation of responsibility.</b>					
Task 2.2.1	Job Description Rewrite	HR			Sept or Oct 2017
Task 2.2.2					
Task 2.2.3					
<b>Sub-Goal #2.3 Work with City management and elected officials to develop a program that recognizes certification/degrees/educational achievements that benefit the City.</b>					
Task 2.3.1	Up to \$1.00 per hour for achievement				
Task 2.3.2					
Task 2.3.3					
<b>Sub-Goal #2.4 Work with City management and elected officials to create an annual merit based system to reward employees through creative incentives.</b>					
Task 2.4.1	1% annual raise if good evaluation				
Task 2.4.2					
<b>Sub-Goal #2.5 Update and maintain an employee handbook to guide employees.</b>					
Task 2.5.1	Employee Handbook	HR			Winter 2017/Spring 2018
Task 2.5.2					
<b>Sub-Goal #2.6 Examine the development of a salary study/salary band.</b>					
Task 2.6.1	Review at budget time	City Clerk			Redone for 2017 Budget
Task 2.6.2	Benefit Program	City Clerk			Budget Time
Task 2.6.3					
<b>Sub-Goal #2.7 Work to create a team environment.</b>					
Task 2.7.1	Quarterly employee luncheon	Administrator			Done
Task 2.7.2	Employee of the quarter	Administrator			
Task 2.7.3					

**Goal #3: Continuously find ways to be more efficient in the operations of the City.**

<b>Sub-Goal #3.1 Records Management Plan</b>					
Task 3.1.1	Approve records management plan	City Clerk			Done - March 2016
Task 3.1.2	Scan meeting minutes/ordinances	Sharon			Done
Task 3.1.3	Review/scan/shred old records	Sharon			Nearly done
Task 3.1.4	Create central filing system	Sharon			Start in new City Hall
<b>Sub-Goal 3.2 Ordinance Codification</b>					
Task 3.2.1	Second update to correct errors	Administrator			2016 ordinances submitted
Task 3.2.2	Annual Update	Administrator			Annual
<b>Sub-Goal 3.3 Ensure staff has adequate tools to accomplish the job.</b>					
Task 3.3.1	Records management Plan				See above
Task 3.3.2	Equipment inventory		PWD		
Task 3.3.3					
<b>Sub-Goal 3.4 Charter Review?</b>					
Task 3.4.1					
Task 3.4.2					

**Goal #4: Establish clear and consistent policies that are implemented in a fair, balanced and professional manner.**

<b>Sub-Goal #4.1 Review and update various City policies</b>					
Task 4.1.1	Financial Policy	Administrator			Done
Task 4.1.2	Investment Policy	Administrator			Done
Task 4.1.3	Equipment Policy	Administrator			Done
Task 4.1.4	Comprehensive Plan	Administrator			2017
Task 4.1.5	LDR	Administrator			2018
Task 4.1.6	Ordinance Codification	Administrator			Done except annual updates
Task 4.1.7	Emergency Plan				
Task 4.1.8					
<b>Sub-Goal #4.2 Surveys</b>					
Task 4.2.1	Services Survey	Administrator			Jun-17
Task 4.2.2					

**Goal #5: Work to broaden the future economic base of the community.**

<b>Sub-Goal #5.1 Identify new revenue sources.</b>				
Task 5.1.1	Half cent infrastructure sales tax			Implemented January 2017
Task 5.1.2				
Task 5.1.3				
<b>Sub-Goal #5.2 Work to recover administrative costs for services.</b>				
Task 5.2.1	Charge for Special Events	City Clerk		Part of fee discussion in January 2017
Task 5.2.2				
Task 5.2.3				
<b>Sub-Goal #5.3 Develop an economic development strategy/plan (include grant writing).</b>				
Task 5.3.1	Promote Local Business			
Task 5.3.2	Retention Visits - Surveys			
Task 5.3.3				
<b>Sub-Goal #5.4 Develop a marketing plan.</b>				
Task 5.4.1	Work with CDC			
Task 5.4.2				
Task 5.4.3				

**Goal #6: Maintain and construct new infrastructure.**

<b>Sub-Goal 6.1</b>		<b>Develop a capital improvement plan.</b>					
Task 6.1.1	Canal					Mar-17	
Task 6.1.2	Parker Park					Done	
Task 6.1.3	City Hall					Done	
Task 6.1.4	Alternate Water Source					2017/2018	
Task 6.1.5	36th Street Bridge					2018	
Task 6.1.6	Hwy 98 Resurface					Aug-17	
Task 6.1.7	Sewer manhole rehab/relining					Ongoing	
Task 6.1.8	Smoke Test Sewer System					Feb-17	
Task 6.1.9	8th Street Canal - monitor levels/dye test						
Task 6.1.10	15th Street sidewalks						
Task 6.1.11	Stormwater work						Grant applied for
Task 6.1.12	Beach Renourishment						Need \$ for equipment rental
Task 6.1.13	Pier Repairs						Work with CDC - 2017
Task 6.1.12	Boat Ramp Lighting/Bathroom						
Task 6.1.13							
Task 6.1.14							
<b>Sub-Goal 6.2</b>		<b>Conduct work plan analysis as needed.</b>					
Task 6.2.1	Ongoing Departmental work plan						
Task 6.2.2							
<b>Sub-Goal 6.3</b>		<b>Create a GIS Mapping System for documentation.</b>					
Task 6.3.1	Utilize County GIS						
Task 6.3.2							
<b>Sub-Goal 6.4</b>		<b>Conduct regular cost benefit analysis for repairs vs replacement.</b>					
Task 6.4.1							
Task 6.4.2							
<b>Sub-Goal 6.5</b>		<b>Evaluate infrastructure to ensure it can support future growth as needed.</b>					
Task 6.5.1	Purchase additional sewer capacity						
Task 6.5.2	Annual Concurrency Report					January/February 2017	
<b>Sub-Goal 6.6</b>		<b>Develop a regular replacement schedule.</b>					
Task 6.6.1	Equipment Plan						Mar-16
Task 6.6.2							

**Goal #7: Support a small-town environment through smart growth development and environmental preservation.**

---

**Sub-Goal #7.1 Review Comprehensive Plan, Land Development Codes and adjust accordingly.**

Task 7.1.1	Review zoning changes for map				
Task 7.1.2					
Task 7.1.3					

**Sub-Goal #7.2 Conduct training for the Planning & Zoning Board members.**

Task 7.2.1	P & Z Training	Administrator			Done
Task 7.2.2					
Task 7.2.3					

**Sub-Goal #7.3 Conduct more Council training on this subject area.**

Task 7.3.1					
Task 7.3.2					

**Goal #8: Operate with trust; opening channels of communication with citizens, staff and our partners.**

<b>Sub-Goal #8.1 Annual State of the City Public Presentation</b>					
Task 8.1.1	Present to Public to gather info before budget	Staff/Council			Jun-17
Task 8.1.2					
Task 8.1.3					
<b>Sub-Goal #8.2 Review and update all Memorandums of Understanding/Agreement (MOU's/MOA's).</b>					
Task 8.2.1	Gulf County EMS	Staff/Council			Jun-17
Task 8.2.2	PCB - Tyndall - FL Dept of Mgmt Ser				
Task 8.3.3					
<b>Sub-Goal #8.3 Establish a regular business flow of communications.</b>					
Task 8.3.1	Monthly Newsletter				
Task 8.3.2	Citizen Centric Report				
Task 8.3.3	Dashboard report				
Task 8.3.4	Facebook				
Task 8.3.5	Website				
Task 8.3.6	Annual Master Calendar				
<b>Sub-Goal #8.4 Alert Bay</b>					
Task 8.4.1					
Task 8.4.2					
<b>Sub-Goal #8.5</b>					
Task 8.5.1					
Task 8.5.2					
Task 8.5.3					
<b>Sub-Goal #8.6</b>					
Task 8.6.1					
Task 8.6.2					
Task 8.6.3					

**Goal #9: Establish a welcoming environment for residents, visitors and staff.**

<b>Sub-Goal 9.1 Provide clean facilities.</b>			
Task 9.1.1	Review Property maintenance regs		
Task 9.1.2	Walkovers on 14th & 28th Street?		
Task 9.1.3			
<b>Sub-Goal 9.2 Improve the quality of City signage and information.</b>			
Task 9.2.1	Improve City-wide signage - CDC	Public Works	
Task 9.2.2	Walkover signage - markers	Public Works	Done
Task 9.2.3	New Resident Guide		
Task 9.2.4			
<b>Sub-Goal 9.3 Police Department</b>			
Task 9.3.1	Update Policies & Procedures	Police Chief	
Task 9.3.2	Update Training to maintain qualifications with state standards	Police Chief	
Task 9.3.3	Mutual Aid Agreement Review	Police Chief	
Task 9.3.4	Finalize Field Training for reserves and get them fully certified	Police Chief	
Task 9.3.5	Major upgrade to IT Infrastructure	Police Chief	
Task 9.3.6	Re-organize inventory in sheds	Police Chief	
Task 9.3.7	Walk & Talk Program	Police Chief	
Task 9.3.8	Coffee with the Chief	Police Chief	
Task 9.3.9			
<b>Sub-Goal 9.4 Fire Department</b>			
Task 9.4.1	Equipment Update	ESU Director	
Task 9.4.2	Monthly Training	ESU Director	
Task 9.4.3	Update Recordkeeping	ESU Director	
Task 9.4.4	Continue with grant applications	ESU Director	
Task 9.4.5	Monthly Newsletter	ESU Director	
Task 9.4.6	Response to fire calls	ESU Director	
Task 9.4.7	Continue work on station	ESU Director	
Task 9.4.8	Currently 10 merged firefighters of which 5 are in the City	ESU Director	
Task 9.4.9			

<b>Sub-Goal 9.5 Emergency Services</b>					
<b>Task 9.5.1</b>	Update Training records	ESU Director			
<b>Task 9.5.2</b>	Currently 10 ESU members, of which 9 are EMT/Paramedics. Most are also fire certified.	ESU Director			
<b>Task 9.5.3</b>					
<b>Task 9.5.4</b>					
<b>Sub-Goal 9.6 Measure results with surveys (both citizens &amp; visitors).</b>					
<b>Task 9.6.1</b>	Citizen surveys	Administrator			
<b>Task 9.6.2</b>					
<b>Task 9.6.3</b>					
<b>Sub-Goal 9.7 Work with other groups/Governmental Agencies</b>					
<b>Task 9.6.1</b>	MBARA - Reefs				
<b>Task 9.6.2</b>	FWC - Bears				
<b>Task 9.6.3</b>					

## Citizen Involvement

As citizens of Mexico Beach or interested parties, you are encouraged to attend our meetings. The public is always allowed to comment. If you can't make the meetings our website has the video and audio.

Website: [www.mexicobeachgov.com](http://www.mexicobeachgov.com)

Facebook: <https://www.facebook.com/City-of-Mexico-Beach-279829973937>


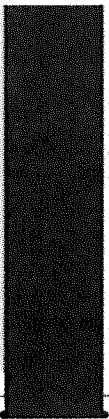
Call City Hall at 648-5700.

Call the City Councilperson of your choice.

Alert Bay started in the fall/winter of this year. Sign up at: [www.alertbay.org](http://www.alertbay.org). You create an account, which lets you pick the method you wish to be contacted in the case of an emergency. If you have a smartphone, download 'contactbridge' to receive alert. Alert Bay is run by the County, but City Staff is trained to add emergencies unique to Mexico Beach. This took the place of CodeRed.

## Citizen Engagement

There is no question we appreciate all of the businesses in Mexico Beach. They are key to our economic engine as they provide a service to our citizens and visitors. In an effort to let them know we care, Chief Kelly and I will be visiting each business in the near future. We need to find out what they would like to see happen. We need to know the struggles they are having and perhaps how we can accommodate them. We also want to know what is working well so we can expand on that.



# Mexico Beach Fire and Rescue

Mark Stangl, Director

## Recent Changes

---

- 15 person membership
  - 7 certified Firefighters, 5 EMT's, 3 Paramedics
- Increased member involvement
- New departmental structure
- Refreshed department image

## Items to Address

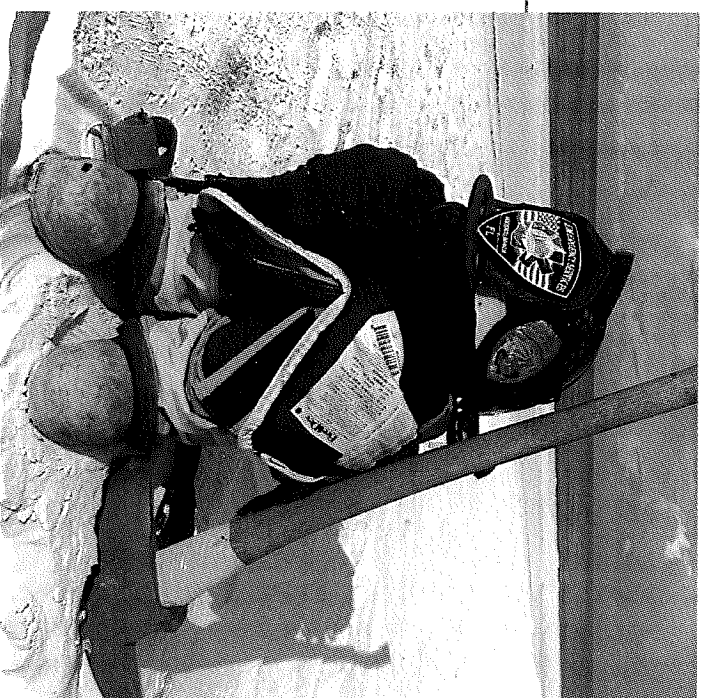
- New regulation compliant fire station
- Purchase of new/additional equipment
- Brush/Rescue truck investment
- Engine investment
- Necessities for better services



# Solutions

---

- Seek funding for previous items
- Major budget increases
- Fire Assessment fee funding potential
- Attainment of grants--seemingly non-existent
- Emphasis placed on grant reliance is impractical



## Director Responsibilities

- Scheduling
- Members
- Maintenance of Vehicles
- Annual Equipment/Extinguisher testing
- Call response by Fire and EMS
- Report/Data entry
- Public Relations
- Up to date department recordkeeping(training, hydrants, etc.)
- Bay and Gulf County meetings
- City Emergency plan continuous updates
- Equipment/supplies inventory
- Informant for City Administrator and Council

# Daily Operations

## Volunteers

- Respond to calls on shift
- Complete all reports
- Clean emergency vehicles
- Complete Director assigned tasks
- Stay up to date on training
- Public Relations



# Call Volume Summary

---

- 2015
  - 338 calls
- 2016
  - 335 calls
- As of May 2017
  - 161
  - Significant increase in serious medical and overdose calls

Thank You