

Strategic Planning 1/14/26

Council and Staff: Grooms, Fink, Farley, Houghton, Holladay, Bizzell, Pope, Graham  
MASC: Desiree Fragoso

### **Must Dos:**

- Steps to address raising the causeway.
  - Create a roadmap outlining costs, funding options, and required studies
    - Reference Folly 2050 for background and support
- STR Reform
  - Revisit Mayor Goodwin's recommendations
  - Revisit STR Committees' recommendations
- Pedestrian Paths
  - Identify priorities and funding needs to complete remaining paths
  - Provide Council with an update on approved and scheduled paths
  - Develop a list of next priorities with costs.

### **Should Do**

- Sustainable City
  - Update the strategic plan and the supporting documents and plans that feed into it.
    - Focus on the future and plan out actionable projects
  - Present to the council a list of next year's projects for the budget meetings
- Develop Clam Farm
  - Revisit plans- from basic structure to fully built out with office/apartment
    - Ensure the building is sustainable and capable of meeting future city needs

### **Green & Blue infrastructure**

- Green- Create and implement a Parks and Rec Master Plan.
- Blue- creates and supports Culture and Art
  - Arts council that can help bring art into public spaces and local coffee shops.

### **Could Do**

- Public Safety Communication
  - Enter Audio Aid Agreement

- Update radios for PS
  - Desk Sargent AI software
- Comprehensive Parking Study
  - Factor in all stakeholders
  - Technology
    - Apps to assist with locating available parking
- Support All Events
  - Revisit the purchasing of event barricades
  - How can CoFB and FAB quantify the events and support needs?
- Federal Holidays
  - Observe all federal holidays for staff

**Other:**

- Be more proactive in property acquisitions
- Focus on long-range planning
  - Focus Ordinances to reflect the City Comp Plan.
    - Everything should feed up to the strategic document that supports the City Comp Plan
- Financial Report format update
  - Instead of Excel format, add graphs and visuals
- HR Audit
  - Top-to-bottom department external examination

**Request:**

- Sewer overlay in GIS.
  - This can help in future “smart expansion.”
- Lee’s quarterly financial reports need to be a bit more user/visually appealing
  - Graphs and forecasting