



Jaco Pastorius Community Center
4000 North Dixie Highway
Oakland Park, Florida 33334

DRAFT MINUTES
CITY COMMISSION STRATEGIC PLANNING WORKSHOP
OCTOBER 21, 2021, 6:00 P.M.

The Strategic Planning Workshop of the City Commission of the City of Oakland Park, Florida was called to order at 6:00 p.m. by Mayor Bolin.

Roll Call

Present:

Mayor Jane Bolin

Vice Mayor Michael Carn

Commissioner Aisha Gordon

Commissioner Mitch Rosenwald

Also Present:

City Manager David Hebert

City Clerk Renee M. Shrout

Absent:

Commissioner Matthew Sparks

PLEDGE OF ALLEGIANCE

A moment of silence was followed by the Pledge of Allegiance led by Oakland Park After School Program participants Jarony Anestal, Hector Granados, Brianna Burnett and Eileen Rios.

STRATEGIC PLANNING WORKSHOP

Mayor Bolin provided an overview of the workshop's intent.

Andrew Thompson, Chief Financial Officer, introduced Dr. Bob Lee, workshop facilitator both provided a presentation.

Public Comments

Ms. Victoria Olsen, 4190 SW 11 Avenue - She discussed the Fort Lauderdale Fiveash water treatment plant and disagreed with any plan to privatize the replacement plant. Fort Lauderdale was considering a Public/Private Partnership for the plant. Ms. Olsen requested the public have access to the proposals to build the new plant.

Zoom Public Comments

- Brent Upchurch – Local McDonald’s franchise - Saluted the City Commission and City staff for holding this public workshop and for posting on social media. He said the differentiation strategy was very important. He was pleased with the City’s efforts to get a Brightline Station in the City’s vision. He was impressed with the City’s social media outreach.
- Steve Arnst, 1860 NW 40 Court – He discussed the Fiveash water treatment plant and stated Fort Lauderdale was being forced to privatize the plant because it could not afford to build it.; He stated he would love to see the City put more money back into neighborhoods. He talked about the Carter Woodson Park basketball courts be improved; He suggested an increase to the Police Department and specifically one or two new motorcycle officers to address speeding issues; He thanked the City Commission for holding this workshop.
- Tim Lonergan, He stated concerns with construction conditions along I-95 and Oakland Park Boulevard and under bridge at NE 38th; He commented that the Police Department was consistently understaffed due to open positions and wanted to now the impact of officers refusing the vaccine.
- Eric Peterson, 1941 NW 6 Street – Resident since 1993. He appreciates City’s efforts to support an electric vehicle fleet and requested the City encourage the public and businesses to switch to electric vehicles and for the City to facilitate their use by building charging stations in new development; He acknowledged the challenges of Smart Growth redevelopment and would like to see the City use the strategy implemented on the east side also used on the west side; He appreciated the meeting on NW 21 Avenue and said he would like to see a safe way for residents east of 21st Avenue to reach the park, such as pedestrian crossings and traffic calming measures.

Written Public Comments

City Clerk ShROUT read written comments received:

- Sean Patrick - Requested local transportation, such as shuttles, be incorporated into the plan. He stated he would like to walk along the river from Dixie Highway to 6th Avenue, and for restaurants to be located on the water. He suggested using one lane on Oakland Park Boulevard for alternative transportation, as well as pedestrian bridges over Oakland Park Boulevard.
- Steven Kolb, 1567 NE 36 Street, suggested installing more electric charging stations in the downtown.
- Wallis Peterson, 1941 NW 36 Street, suggested making the City an identifiable destination with more investment in destination areas outside the downtown area and applying ideas being used in the CRA to the entire City.

Commission Discussion

Financial Stability and Sustainability

Mayor Bolin agreed that this was requisite; the City was required to have a balanced budget. She wished to find a better way to communicate financial information with residents and business owners.

Vice Mayor Carn requested an improvement to empower the average citizen to find information about the City's financial performance and actions. He wanted to empower the City Commission to be able to clearly explain these things to residents.

Commissioner Gordon agreed the transparency is here but should be able to explain the budget in terms residents understood. She also wanted to ensure residents whose primary language was not English had access to the information.

Commissioner Rosenwald wanted to increase accessibility in terms of language and means of access. He suggested staff develop a plan for endowment and naming rights as a means of funding. Mayor Bolin shared she was looking into creating a non-profit for the City which would allow them to fill gaps in the budget. Commissioner Rosenwald stated a community trust might be another method for accomplishing this. Vice Mayor Carn stated they could also incentivize residents to do planned giving to the City.

Infrastructure Needs

Commissioner Rosenwald requested to incorporate environmental goals and human infrastructure (soft needs), including affordable housing, diversity programming and vulnerable population services, such as dedicated space for senior programs.

Commissioner Gordon wanted to ensure traffic lights and signals were adequate. She mentioned NW 31st Avenue and NW 44th Street, where they had been trying to address traffic signals. Also suggested to move forward on electric vehicle charging stations.

Vice Mayor Carn agrees with Commission Rosenwald's comments. He also suggested, after hearing the public comment, a conversation or perhaps a workshop, regarding our drinking water; He liked the shuttles being used in Fort Lauderdale and wanted to explore using them in Oakland Park; He agrees with including electric vehicle charging stations.

Mayor Bolin thought the City had already done a great job with drainage, but agreed they must address the drinking water issue and suggested a 7th Infrastructure Need performance area: *Environmental Stewardship*. Mayor Bolin recalled Commissioner Sparks suggesting a requirement for electric charging stations for new development. She pointed out that recycling was an infrastructure need for the City. Mayor Bolin noted transportation was changing, and infrastructure must follow.

Commissioner Gordon agreed with Mayor Bolin regarding the 7th performance area for *Environmental Stewardship*. She wished to see more initiatives like the Stunson Nature Trail and not permitting the removal of oak trees.

Commissioner Rosenwald is supported of the 7th performance area, He also stated if they had sub goals, would like to include human infrastructure to allow for helping their vulnerable populations, there should be a human equity item. He stated he supported a “broad menu” of housing options in the City, affordable to luxury.

Dr. Lee suggested editing the second line on the slide to: ***“It is critical for the fulfillment of our mission and vision, and thus for the economic, environmental and social sustainability and vitality of the City.”***

Mayor Bolin felt Parks, Leisure and Recreation was outdated and this was where they could support vulnerable populations. She noted how careful they must be regarding private property rights.

Vice Mayor Carn agreed with adding 7th performance area for Environmental Stewardship.

Smart Growth and Redevelopment

Commissioner Gordon stated when she thought of smart growth, she thought of the CRA. She inquired if they could expand CRA areas to help businesses. City Manager Hebert explained the County was not approving any new CRAs. He agreed they should find a way to broaden the type of work done in the CRA. Commissioner Gordon would like to see a “balanced city” and would like to expand what was happening on the east side to the west side of the City.

Vice Mayor Carn recalled they had commissioned a redevelopment study for the west side in the current budget. He wanted to use social media to perform community outreach to keep residents informed once the study was underway.

Commissioner Rosenwald requested adding a sentence added to better articulate the meaning of “Smart” growth.

Mayor Bolin noted the CRA had supported the entire City, because it was tax funded, and not TIF funded and believes there was opportunity to expand the focus. Mayor Bolin stated they could have several corridors in which to create life and business development.

De. Lee suggested changing the second line to: *“We need to provide vibrant corridors and focus on smart and balanced growth City-wide.”* And the third line would say that *“...the City and the Community Redevelopment Agency will continue to make viable progress...”* to indicate progress had already been made.

Mr. Thompson asked to clarify if this strategic performance area is where “encouraging equitable and diverse housing for residents” would fit, and the Commission agreed.

Parks, Leisure Facilities and Activities

Vice Mayor Carn commented we have outgrown this title and should be a higher standard and should include a system of care and nature. Mayor Bolin agreed, loves the word “wellness” and stated staff could get creative here. It’s time for a shift and where human services come in—social services and protecting vulnerable populations is here too.

Christopher Casale, Assistant Director of Parks and Leisure Services stating this field was overly broad. Professionals in the field discuss wellness, seniors, youth, teen programs, childcare and how the industry could create programs and initiatives to serve all the different areas.

Commissioner Rosenwald loves the term “community wellness” suggested adding a “Culture” component to Parks and Recreation to relate to schools, culture, and history.

Commissioner Gordon remarked on the wide range of physical activities in which people were engaging and recommended adding “Health and Wellness.” City Manager Hebert thought the description was a bit specific in naming individual sports activities, though liked the reference to community and wellbeing and stated staff would work on the language.

Commissioner Rosenwald did not think economic development belonged in this goal description.

Public Safety and Security

Mayor Bolin stated this was a requisite thought noted there were traffic items not in their control and discussed the number of people who come through the City every day. She wanted to be realistic about changes they could make that would affect traffic.

Vice Mayor Carn provided a historical recollection of the intent of this goal.

Commissioner Rosenwald doubted that the “aesthetic and economic needs” belonged in this performance area and wanted to consider including “continued collaboration between County, State and Federal transportation partners.”

Commissioner Gordon suggested the City could improve collaboration with HOAs and civic associations to assist BSO in identifying specific crimes in neighborhoods.

Vice Mayor Carn agreed noting this should be centered on “touch”, engagement and partnership. He suggested “curbing and cut thru traffic” be removed. As community appearance and integrity were included, he requested staff change the title to reflect the goals intent.

Commissioner Gordon suggested moving beautification under Focus on Oakland Park’s Image.

Commissioner Rosenwald liked the phrase, “Community Integrity”.

Mayor Bolin noted there are engagement activities that we don’t seem to be communicating enough to the residents to make them aware of them.

Focus on Oakland Park’s Image

Commissioner Gordon stated when she thinks of Oakland Park’s image, she thinks of clean aesthetic beauty, though acknowledged there was room for improvement, such as pressure washing sidewalks and making sure trash was picked up on a regular basis.

Vice Mayor Carn stated they had done the work to repurpose old industrial areas of the City. He stated it was time to make intentional and proactive decisions regarding what they want the City to look like.

Mayor Bolin stated the improvements they had made in the downtown needed to be brought to “uptown” and everywhere else in the City. With regards to improving our image, she suggested to consider our environmental stewardship and somehow motivate our residents and business owners, through a mix of enforcement and pride, keep the city clean. She still agrees this is a relevant Performance area, but it’s not image for image sake, more about the desirability of being a place to live, work and play and shop.

Commissioner Rosenwald suggested “promoting” Oakland Park aesthetic including cleanliness, design, and marketing.

Mayor Bolin stated it’s really about Oakland Park’s “brand” and not just image – it could be the crest, the colors, the new website, everything you touch – so instead of image, she suggests brand.

Commissioner Rosenwald inquired if the City could market metrics such as the average time for bulk trash pickup or how many businesses opened each month. He suggested this be on the City’s website. Vice Mayor Carn suggested a City app.

City Manager Hebert stated the “human component” concept was what they meant when discussing parks and leisure activities. Regarding Environmental Stewardship as a seventh strategic goal, City Manager Hebert acknowledged this fell across many of the other strategic goal elements.

Commissioner Rosenwald stated public participation was very important and they should have this workshop annually. Mayor Bolin thought they could discuss strategic performance areas, with residents input, during the budget process each year. Vice Mayor Carn stated every action should relate to a goal with score card to cross reference.

Dr. Lee thanked the Commission for the opportunity to participate and appreciate how they listened to the citizens and to each other.

Mayor Bolin thanked staff for arranging the workshop and the public for their participation.

ADJOURN: The workshop was adjourned at: 8:42 PM.

CITY OF OAKLAND PARK, FLORIDA

JANE BOLIN, MAYOR

ATTEST:

RENEE M. SHROUT, CMC, CITY CLERK