



# AGENDA

## City Commission Workshop: Strategic Planning

5:00 PM – Thursday, March 14, 2024 – City Hall

---

### CALL TO ORDER

### ACKNOWLEDGEMENT OF QUORUM AND PROPER NOTICE

#### 1. WORKSHOP ITEM WITH DISCUSSION, PUBLIC INPUT AND DIRECTION

##### 1.1 Strategic Plan Development

#### 2. ADJOURNMENT

This Agenda is provided to the Commission only as a guide, and in no way limits their consideration to the items contained hereon. The Commission has the sole right to determine those items they will discuss, consider, act upon, or fail to act upon. Changes or amendments to this Agenda may occur at any time prior to, or during the scheduled meeting. It is recommended that if you have an interest in the meeting, you make every attempt to attend the meeting. This Agenda is provided only as a courtesy, and such provision in no way infers or conveys that the Agenda appearing here is, or will be the Agenda considered at the meeting.

If a person decides to appeal any decision made by the board, agency or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (Florida Statutes, 286.0105). In accordance with the Americans with Disabilities Act of 1990, persons needing a special accommodation to participate in this proceeding should contact the City Clerk 48 hours prior to any meeting so arrangements can be made. Telephone (352) 483-5430 for assistance.



# City of Eustis

P.O. Drawer 68 • Eustis, Florida 32727-0068 • (352) 483-5430

TO: EUSTIS CITY COMMISSION

FROM: TOM CARRINO, CITY MANAGER

DATE: March 14, 2023

RE: STRATEGIC PLAN DEVELOPMENT COMMISSION WORKSHOP

---

## Introduction

The Strategic Plan is the community's roadmap and is used to prioritize initiatives, resources, goals, and department operations and projects. The strategic plan is a big-picture document directing efforts and resources toward a clearly defined vision. It is standard practice to review and update the plan every five years.

## Background

On April 14, 2021, the prior City Commission held a workshop to review the City's strategic plan and determined that it was time for a comprehensive update. The Strategic Plan was first approved in 2010 by Resolution 10-40 and has been updated a few times since, the last in 2017. Subsequently, Commissioners asked staff to conduct an RFP process to identify a consultant who would work with the City to develop a new strategic plan. Willdan was selected as the firm to facilitate the project.

## Timeline

The development of the new strategic plan began in August 2023 and will wrap up in May 2024. On November 6, 2023 Jason Gray, principal at Willdan, held a session with Department Heads to understand how they operate, what their goals, priorities, and challenges are, and how the work they perform accomplishes the City's Vision.

A Commission workshop will be held March 14, 2024 to update the City's Vision so that it is more relevant to the values, goals, needs, etc of the community today. This will include a brief SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, and will conclude with a discussion of accountability tools.

## Prepared by:

Al Latimer, Economic Development Director