MOUNT DORA CITY COUNCIL
SPECIAL MEETING
Saturday, January 21, 2017, 8:00 a.m.
City Hall Board Room, 510 N. Baker Street

AGENDA

CALL TO ORDER
ROLL CALL

DISCUSSION

1. Requesting Approval of Resolution No. 2017-10, Lake Dora Classic Car Show

FUTURE MEETING DATES

- Tuesday, February 7, 2017, 6:00 p.m. Regular Session
- Tuesday, February 21, 2017, 6:00 p.m. Regular Session
- Tuesday, March 7, 2017, 6:00 p.m. Regular Session
- Saturday, March 18, 2017, 9:00 a.m. – 1 p.m. Work Session – Strategic Plan
- Tuesday, March 21, 2017, 6:00 p.m. Regular Session

ADJOURN AND RECONVENE FOR STRATEGIC PLAN WORK SESSION

PURSUANT TO SECTION 286.0105, FLORIDA STATUTES, IF ANY PERSON DECIDES TO APPEAL ANY DECISION MADE AT THIS MEETING WITH RESPECT TO ANY MATTER CONSIDERED AT ANY MEETING OR HEARING, SUCH PERSON MAY NEED A RECORD OF THESE PROCEEDINGS. FOR SUCH PURPOSE, A PERSON 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. Verbatim record will not be provided by the City of Mount Dora.

NOTICE: IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, PERSONS NEEDING A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT GWEN JOHNS, CITY CLERK, AT LEAST 48 HOURS PRIOR TO THE PROCEEDINGS. TELEPHONE (352) 735-7126 FOR ASSISTANCE. IF HEARING IMPAIRED, TELEPHONE THE FLORIDA RELAY SERVICE NUMBERS, (800) 955-8771 (TDD) OR (800) 955-8770 (VOICE) FOR ASSISTANCE.
DATE: January 21, 2017

TO: Honorable Mayor and City Council

FROM: Robin R. Hayes, City Manager

SUBJECT: Resolution 2017-10, Approval of the 2017 Lake Dora Classic Car Show

Discussion:
This is a request for the City Council to approve Resolution No. 2017-10, approval of the 2017 Lake Dora Classic Car Show.

Mr. David Berndt in support of the Lake Cares Food Pantry has offered to coordinate the Fifth Annual Lake Dora Classic Car Show. This year, the classic car show would return to the downtown core of Mount Dora on Saturday, March 25 of 2017. Mr. Berndt has coordinated past Lake Dora Classic Car Shows, which have been well attended, offering a positive level of economic impact to the downtown businesses.

Approximately 125 vehicles comprising of new and classics will be on display along the requested road closures throughout downtown areas from: south of 5th to 3rd Avenues and from Baker Street to McDonald Streets. There will be vendors onsite that will offer merchandise associated for this event. Alcoholic beverages will be contained within the road closure areas of the entire event and will be coordinated through Pisces Rising, whom has the necessary licensing and insurance. Third Avenue will be open for vehicular traffic, which would allow accessibility to the Lawn Bowlers Club, Marina and Lakeside Inn.

This item was presented at the January 17, 2017 City Council meeting. It was continued and staff was asked to make contact with the applicant for availability to answer questions.

Budget Impact:
No impact - The event sponsor will reimburse the City for all costs.

Recommendation:
City Council to approve Resolution No. 2017-10.

Attachments:
1. Special Event Application
2. Special Event Plan
Special Event Application Permit Request

Thank you for choosing the City of Mount Dora, the Festival City, as the hosting location for the Special Event you are planning. Please complete this application, in its entirety, and return it at least one hundred and twenty (120) days prior to the event date to:

City of Mount Dora
Cultural & Special Events Division
900 North Donnelly Street
Mount Dora, FL 32757

If you have additional questions, please call (352) 735-7183 or email carsonc@cityofmountdora.com

Name of Event: LAKE DORA CLASSIC CAR FESTIVAL

Facility / Location Requested: Downtown

Event Date: 3-25-2017
Event Hours: From 10 AM PM To 4 AM PM

Set-Up Date: 3-25-2017
Set-Up Hours: From 7 AM PM To 9 AM PM

Break-Down Date: 3-25-2017
Break-Down Hours: From 4 AM PM To 5 AM PM

Estimated Number of Participants: 300 Spectators: 8000 Vehicles 125 Vessels (for boating events only)

Sponsoring Organization’s Name: LAKE CARES FOOD PANTRY

Address: 2001 W. Old Hwy 441 Mount Dora 32757

Type of Organization: [ ] Profit [X] Not For Profit

Federal Tax ID # 76-4223345
Tax Exempt #

Primary Contact Name: David Berndt Phone: 352/801-3585 Email: DCBerndt@aol.com

Secondary Contact Name: Larry Cole Phone: 352/735-1655 Email: larrycole@yahoo.com

CERTIFICATION BY APPLICANT: I certify that I have read this application and that all information contained in this application is true and correct. Any falsehoods or misrepresentations will constitute a criminal violation of the code of the City of Mount Dora. I certify that I have received a copy of city code chapter 18a. I agree to comply with and be bound by any and all applicable provisions of the city code. I understand the event may be cancelled by the Chief of Police or The Fire Chief should any conditions/stipulations of the permit or city ordinance or state statute be violated. I certify that I am authorized by the organization named herein to act as its agent for the herein described activity. I also have received the notice informing me of my responsibilities and obligations should I cancel the event. By filing this application, I, and the organization on whose behalf I make this application, contract and agree that we will jointly and severally indemnify and hold the city harmless against liability, including court costs and attorneys' fees for trial and on appeal, for any and all claims for damage to property or injury to, or death of persons arising out of or resulting from the issuance of the permit or the conduct of the activity or any of its participants.

Signature of Applicant

Date 12/2/2016

04.14.2015
Please provide us with additional information regarding your event by checking off the items that pertain to your event in sections A-D; any services you require from the City in Section E and any other specific information about your event not previously covered or where you need additional space to explain your event in Section F. Do not forget to attach a diagram of your event.

A. Is your event:  □ Private  or  □ Public, costing the attendee $____ or  □ is free
□ Is (or will become) a recurring event this often □ weekly  □ monthly  □ quarterly  □ annually or__________

B. What kind of event are you hosting?
■ Carnival/Circus/Fair
■ Exhibit/Festival
□ Reception
□ Wedding
□ Other __________
(Explain)
□ Charity Walk/ Run __________
□ Tournament or Competition
□ Fishing
□ Sailing / Boating
□ Other __________
(Explain)
 □ Picnic/Party
□ Other __________

C. At your event, you will offer:
Food using cooking appliances:
□ Food Truck *Permit Required
Click here for Food Truck Permit
□ Food Vendors *Permit Required
Click here for Food Vendor Permit
□ Alcohol sales *Permit Required
Click here for Alcohol Permit
□ Fireworks/Pyrotechnic Company
□ *Fireworks Permit Required
Click here for Firework Permit
□ Food/beverage (Non-Cooking)
□ Inflatable Devices
□ Merchandise sales
□ Banners / Signage: __________

D. Are you bringing in any special equipment such as:
□ Large trailers (____ lbs)
□ Tents Size __________
□ Lighting
□ Generator(s) #___________
□ Sound equipment
□ Stages / Props / Production Equipment
□ Other __________

E. Do you need the City to provide or make available, at an additional fee, any of the following:
□ Potable water
□ Trash Cans / Barrels ______
□ Connection(s) for electric power
□ Special Event Garbage Boxes____
□ Audio Equipment
□ Dumpsters ______
□ Security
□ Streets/Avenues/Parks______

Special Event Application, Permit Request  Page 2 of 5  04.09.2015
F. Please provide a detailed description of the Event and draw or attach a diagram and/or map of the proposed event site / layout / route. Ensure that you specify any requests for alcoholic beverages, street closures, pyrotechnics/fires, any city services you desire, etc.

This will be our 6th Car Show in Mount Dora. We will be returning to the downtown core for maximum exposure of the businesses and ease of spectator attendance.

See Attached
LAKE DORA CLASSIC CAR FESTIVAL
MARCH 25, 2017
10:00AM - 4:00PM
SET UP 7:00AM

RED INDICATES BARRICADES
YELLOW CAR DISPLAY
IF APPLYING AS A NON-PROFIT ORGANIZATION:

What is your financial plan for covering all event costs? **Sponsorships**

How does your event benefit the general welfare of the City? **Brings an average 8000 visitors to downtown.**

To what extent is the media or publicity campaign planned for this event? **Newspaper, Social Media, Advertising**

FEES AND OTHER AGENCY PERMIT/LICENSES:

Please be aware that liquor licenses, business licenses, sign permit and other regulatory requirements may be necessary and are responsibility of the Applicant. However, some permits are covered under the umbrella of the special event permit and it is advised that you check with the Special Event Coordinator for compliance. In addition, the Special Event Application fee supplemental Public Service fees are payable in advance of the event upon City approval and billing. As part of the Special Event Plan developed by the Special Event Coordinator, changes to requested services may be imposed by the City.

**Administrative Fees:**

- **Significant events:** $550.00 (entire down area/150,000+ attendance)
- **Large events:** $350.00 (50,000+ attendance)
- **Medium events:** $250.00 (25,000+ attendance)
- **Small events:** $75.00 (5,000+ attendance)

**ADDITIONAL ATTACHMENTS: (REQUIRED FOR NON-PROFIT ORGANIZATIONS)**

Non-Profit Organizations to show 501 IRS Determination

**See attached**
**Florida Not For Profit Corporation**  
LAKE CARES, INC.

### Filing Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Document Number</td>
<td>N09000001374</td>
</tr>
<tr>
<td>FEI/EIN Number</td>
<td>26-4223345</td>
</tr>
<tr>
<td>Date Filed</td>
<td>02/10/2009</td>
</tr>
<tr>
<td>State</td>
<td>FL</td>
</tr>
<tr>
<td>Status</td>
<td>ACTIVE</td>
</tr>
<tr>
<td>Last Event</td>
<td>AMENDMENT</td>
</tr>
<tr>
<td>Event Date Filed</td>
<td>02/19/2010</td>
</tr>
<tr>
<td>Event Effective Date</td>
<td>NONE</td>
</tr>
</tbody>
</table>

### Principal Address

2001 WEST OLD HWY 441, SUITE #1  
MOUNT DORA, FL 32757

### Mailing Address

2001 WEST OLD HWY 441, SUITE #1  
MOUNT DORA, FL 32757

### Registered Agent Name & Address

O'MALLEY, IRENE  
2001 WEST OLD HWY 441, SUITE #1  
MOUNT DORA, FL 32757

### Name Changed

03/01/2011

### Officer/Director Detail

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Address</th>
</tr>
</thead>
</table>
| HOECHST, CATHERINE | PRES | 2001 W OLD HWY 441, SUITE #1  
MOUNT DORA, FL 32757 |
INSURANCE REQUIREMENTS: The applicant will supply Certificate of Insurance(s) naming the City of Mount Dora as additionally insured in the following manner: "the City of Mount Dora, its agents, officers, officials, employees and volunteers are hereby named as additional insured as their interest may appear". The applicant will also ensure that the City of Mount Dora, as the certificate holder, is provided a 30-day written notice if the insurance policy is cancelled or modified before the expiration date. All insurance policies provided shall be issued by insurance companies licensed to do business in the State of Florida and shall be rated with an A- or better rating in the most current edition of A.M. Best's Key Rating. The City of Mount Dora shall be listed as certificate holder in the following manner:

City of Mount Dora
510 N. Baker Street
Mount Dora, Florida 32757

All applicants must obtain Commercial General Liability insurance with limits of no less than $1,000,000 per occurrence to protect the City of Mount Dora, its agents, officers, officials, employees and volunteers, the Lessee, and any subcontractor from claims for damages for personal injury, including accidental death, and from claims for property damage that may arise from the Lessee's operations, whether performed by Lessee itself, any subcontractor, or anyone directly or indirectly employed by either of them. If the applicant, or any of its vendors, offers for sale or distribution any products (food, beverages, souvenirs, etc.), then product liability insurance with limits of no less than $1,000,000 per occurrence will be required. Vendors will also be required to afford the statutory limits of worker's compensation insurance protection to its employees. If the vendor is the holder or sponsor of the event, the vendor will afford worker's compensation insurance protection to any City of Mount Dora off duty employees hired by the event. If automobiles or any other licensed motor vehicles are used as part of the event, Automobile Liability insurance with limits of no less than $1,000,000 per occurrence will also be required. If the sale or consumption of alcoholic beverages at the event is authorized, then Liquor Liability insurance with limits of no less than $1,000,000 per occurrence is required. Other types of coverage and limits may be required by the City of Mount Dora, depending upon exposure as assessed by the City's Risk Management Department.

COPYRIGHT LAW: Licensee assumes all costs arising from the use of patented, trademarked or copyrighted materials, equipment, devices, processes, or dramatic rights used on or incorporated in the conduct of any event covered under the agreement and licensee agrees to indemnify and hold harmless devices, processes or dramatic rights furnished or used by licensee in connection with the agreement and will defend the City from any such suit or action, regardless of whether it is groundless or fraudulent.

CERTIFICATION

I hereby certify that all the information contained herein is true and correct to the best of my knowledge. I agree to abide by the regulations governing the said facility and/or property and be responsible for any charges incurred. I will supply Certificate of Insurance(s) as required.

If any portion is found to be false or misrepresented, such fact may be just cause for immediate revocation of any permit(s) issued.

Signature of Applicant

Date

12/2/2016

Special Event Application, Permit Request Page 5 of 5 04.09.2015
CITY OF MOUNT DORA'S - SPECIAL EVENT PERMITTING PROCESS

1) Event application is submitted to the Special Event Coordinator for review and processing. Depending on the size and/or frequency of the event, the "sponsor" must allow a minimal period of one hundred and twenty (120) days for proper review and processing.

2) As part of the review of the application, the special event plan is either drafted or a current one is modified. The special event plan contains such details as road closures, anticipated attendance, parking and non-parking areas and staff's roles with responsibilities.

3) Consult with department's staff members from Police, Fire, Public Works and Parks regarding logistics and public safety, which includes:
   A. For new events, a preliminary meeting is scheduled with the police department to best coordinate proper staffing.
   B. A continuous review from public safety may still occur of areas that effect pedestrian and vehicular clearance.
   C. If sales of alcohol are requested, Chief of Police must sign off on acceptance of all proper documents (license, site map and insurance). Alcohol licensing and alcohol liability insurance must be received by the Event Coordinator within two (2) weeks following the submittal of event permit application. Failure to do so, the applicant will forfeit the opportunity to have alcohol sales.
   D. A list of food vendors and/or food trucks must be submitted from the applicant to satisfy the guidelines of the Health, Fire and Police Departments thirty (30) days prior to the event.
   E. Consider all impacts on residence and downtown merchant properties.
   F. Reviewing the electrical needs for the event.
   G. Communicate with Parks and Recreation Director on overall status of event preparation.

4) Meet with the City Manager to review public service expenses with request of approval.

5) Receive the general liability insurance policy, naming the City of Mount Dora as an additional insured sixty (60) days prior to the event date.

6) Send out invoice for Public Services invoices for event two (2) weeks prior the event.

7) Conduct a final event walk through with the event sponsor five (5) days prior to the event.

8) Execute the event.

9) Following the event, translate notes for further discussion and consideration of following year's event.

I have read and understand the City of Mount Dora Special Event Permitting Process.

[Signature]

[Date]

04.14.2015
## Alcohol Permit

Submitted On: Dec 2, 2016 @ 7:32AM  Submitted By:

<table>
<thead>
<tr>
<th>Business Name:</th>
<th>Pisces Rising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Address:</td>
<td>239 W. 4th Ave.</td>
</tr>
<tr>
<td></td>
<td>Mount Dora</td>
</tr>
<tr>
<td></td>
<td>FL</td>
</tr>
<tr>
<td></td>
<td>32757</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>352-385-2669</td>
</tr>
<tr>
<td>Event Name:</td>
<td>Lake Dora Classic</td>
</tr>
<tr>
<td>Event Date(s):</td>
<td>March 25, 2017</td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>First Name:</td>
<td>David</td>
</tr>
<tr>
<td>Last Name:</td>
<td>Berndt</td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td><a href="mailto:DCBerndt@aol.com">DCBerndt@aol.com</a></td>
</tr>
</tbody>
</table>

Signature Data:

David Berndt
2017 Lake Dora Classic Car Show

Type of Event: Classic Car Show

Location of Event: Downtown Mount Dora

Duration of Event: Event hours are Saturday, March 25th, 10:00am until 4:00pm (Setup will begin at 7:00am; Street re-open at 5:00pm.)

Special Hazards: Additional pedestrian and vehicle traffic in the downtown area.

Barricaded Streets: Alexander Street, between 5th and 3rd Avenues. Donnelly Street, between 5th and 3rd Avenues. 4th Avenue, between Baker and McDonald Streets. All Alleyways, between 5th and 3rd Avenues.

Designated One-Way Streets: None.

Staffed Traffic Control Points: Alexander Street @ 5th Avenue. Donnelly Street @ 5th Avenue. Alexander Street @ 3rd Avenue. Donnelly Street @ 3rd Avenue. 4th Avenue @ McDonald Street. 4th Avenue @ Baker Street.

Estimated Vehicle Traffic: N/A

Special Parking Areas: N/A

Estimated Spectator Population: Approximately 8,000

Estimated Participants: Approximately 125 (vehicles)

Alcohol Service: Coordinated through Pisces Rising, will be permitted to carry throughout the event area.

Anticipated Crime Problems: Slightly increased potential for thefts, vandalism and shoplifting

Personnel Requirements: 6 officers/Civilian Staff Members and 1 Supervisor

Personnel Assignments: Event personnel will work from 9:30am to 4:30pm on Saturday

Communication Requirement: Detail personnel will utilize MDPD Channel 2

Designated “No parking” areas: Entire Event Area

Coordination with City Departments:
MOUNT DORA PARKS & RECREATION

Special Event Plan

Police: “No Alcohol beyond this point” signs be placed at each road closure point. There will be no food vendors for this event.

Fire: Provide any necessary First Aid and Emergency Services.

Parks & Rec: Regular maintenance and detail. Extra trash cans in the downtown areas of the event by 7:00am on Saturday.

Public Works: “No Parking Special Event” signs shall read: “No Parking on March 25th”. The signs will be posted on March 24th as notice to the public.

Barricades: See attached sheet for barricades and traffic signs.

“NO PETS” Signs: At every entrance of the event.

Coordination with Outside Agencies:
Notification of street closure to EMS and Lake County Sheriff.

Advising Event Sponsors of Personnel and Equipment Cost:
Sponsors will be provided with a cost projection.

Furnishing Event Sponsors with Permits (Where Applicable):
Special Event Application Form attached.
RESOLUTION 2017-10

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOUNT DORA, FLORIDA, APPROVING APPLICATION FOR THE 2017 LAKE DORA CAR CLASSIC; REQUESTING TO ALLOW FOR STREET CLOSURES; PROVIDING FOR DELEGATION AND IMPLEMENTING AND ADMINISTRATIVE ACTIONS BY THE CITY MANAGER; PROVIDING FOR SCRIVENER’S ERRORS, CONFLICTS, SEVERABILITY, AND EFFECTIVE DATE.

WHEREAS, the Lake Dora Car Classic is an event sponsored by the Lake Cares Food Pantry; and

WHEREAS, past Lake Dora Classics that have been well attended and offered a positive level of economic impact to the downtown businesses; and

WHEREAS, the event sponsors have requested road closures; and

WHEREAS, the City Council authorizes street closures at the following locations on Saturday, March 25 from 7:00 am until 5:00 pm: Alexander Street and 5th Avenue, Donnelly Street and 5th Avenue, Alexander Street and 3rd Avenue, Donnelly Street and 3rd Avenue, 4th Avenue and McDonald Street, 4th Avenue and Baker Street, Dora Drawdy Alleyways between 5th and 3rd Avenues and Royellou Alleyways between 5th and 3rd Avenues.

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MOUNT DORA, FLORIDA, AS FARO S:\

SECTION 1. Delegation. The City Council hereby authorizes approval of the street closures being requested for the Lake Dora Classic Car Show.

SECTION 2. Implementing Administrative Actions. The City Manager is hereby authorized and directed to take such actions as she may deem necessary and appropriate in order to implement the provisions of this Resolution. The City Manager may, as deemed appropriate, necessary and convenient, delegate the powers of implementation as herein set forth to such City employees as deemed effectual and prudent.

SECTION 3. Scrivener’s Errors. Typographical errors and other matters of a similar nature that do not affect the intent of this Resolution, as determined by the City Clerk and City Attorney may be corrected.

SECTION 5. Conflicts. All resolutions or parts of resolutions in conflict with any of the provisions of this Resolution are hereby repealed.
SECTION 6. **Severability.** If any section or portion of this Resolution proves to be invalid, unlawful, or unconstitutional, it shall not be held to invalidate or impair the validity, force, or effect of any other Section or part of this Resolution.

SECTION 7. **Effective Date.** This Resolution shall become effective immediately upon its passage and adoption.

PASSED AND ADOPTED this 17th day of January, A.D., 2017.

_____________________________  ___________________________________
NICK GIRONE  
MAYOR of the City of Mount Dora, Florida

ATTEST:  
For use and reliance of the Mount Dora City Council only  
Approved as to form and Legality

_________________________________________
GWEN KEOUGH-JOHNS, MMC  Lonnie N. Groot
CITY CLERK  City Attorney
MOUNT DORA CITY COUNCIL
STRATEGIC PLAN & IMPLEMENTATION WORK SESSION
Saturday, January 21, 2017, 8:00 a.m. – 12:00 noon
City Hall Board Room, 510 N. Baker Street

AGENDA

REFRESHMENTS
CALL TO ORDER
ROLL CALL

DISCUSSION

1. Strategic Planning – Welcome and Introductions
   Review of Existing Strategic Plan
   Affirmation / Revision
   Goals
   Objectives
   Priorities
   Implementation Strategies

CITY MANAGER

1. Leadership Update

FUTURE MEETING DATES

- Tuesday, February 7, 2017, 6:00 p.m. Regular Session
- Tuesday, February 21, 2017, 6:00 p.m. Regular Session
- Tuesday, March 7, 2017, 6:00 p.m. Regular Session
- Saturday, March 18, 2017, 9:00 a.m. – 1 p.m. Work Session – Strategic Plan
- Tuesday, March 21, 2017, 6:00 p.m. Regular Session

ADJOURNMENT 12:00 NOON

PURSUANT TO SECTION 286.0105, FLORIDA STATUTES, IF ANY PERSON DECIDES TO APPEAL ANY DECISION MADE AT THIS MEETING WITH RESPECT TO ANY MATTER CONSIDERED AT ANY MEETING OR HEARING, SUCH PERSON MAY NEED A RECORD OF THESE PROCEEDINGS. FOR SUCH PURPOSE, A PERSON 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. Verbatim record will not be provided by the City of Mount Dora.

NOTICE: IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, PERSONS NEEDING A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT GWEN JOHNSTON, CITY CLERK, AT LEAST 48 HOURS PRIOR TO THE PROCEEDINGS. TELEPHONE (352) 735-7126 FOR ASSISTANCE. IF HEARING IMPAIRED, TELEPHONE THE FLORIDA RELAY SERVICE NUMBERS, (800) 955-8771 (TDD) OR (800) 955-8770 (VOICE) FOR ASSISTANCE.
DATE: January 21, 2017

TO: Honorable Mayor and City Council

FROM: Robin R. Hayes, City Manager

SUBJECT: Strategic Plan as adopted by Resolution No. 2016-74

Introduction:
The City Council will discuss the Strategic Plan Report (Attachment #1) as presented by Marilyn Crotty from the July 9, 2016 City Council workshop.

Discussion:
This is a request for City Council to establish a performance expectation for each of the Tier One Priorities within the top three (3) Goals of the Strategic Plan. Once the top goals are determined, the City Council will be asked to prioritize the remaining goals and reaffirm the objectives.

Once objectives that are expected to be completed in the current fiscal year are established, City Council will discuss budget amendments to be presented during the FY 2016-17 Mid-Year Review process as related to completing the goals. The City Council will determine measures to clearly outline the parameters of each objective, to ensure success in accomplishing the goals and objectives of the Strategic Plan.

Budget Impact:
The Strategic Plan direction for fiscal year 2017 could impact the budget. Necessary budget amendments will be presented to City Council during the FY 2016-17 Mid-Year Review in April 2017.

Strategic Impact:
Success as defined by the City Council and the Citizens of the City of Mount Dora.

Recommendation:
It is recommended that City Council review the Strategic Plan Report and take further collaborative actions toward the development and implementation of planning goals.

Attachments
1) Signed Resolution
2) Strategic Plan Report
A RESOLUTION OF THE CITY OF MOUNT DORA, FLORIDA ADOPTING STRATEGIC PLAN, DATED JULY 9, 2016, IDENTIFYING ISSUES THAT SHOULD BE ADDRESSED IN FUTURE YEARS AND SETTING FORTH GOALS AND OBJECTIVES; PROVIDING FOR LEGISLATIVE INTENT AND FINDINGS; PROVIDING FOR IMPLEMENTING ADMINISTRATIVE ACTIONS; PROVIDING FOR SCRIVENER'S ERRORS, CONFLICTS, SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the City of Mount Dora City Council held a Strategic Planning Workshop on July 9, 2016 with Ms. Marilyn Crotty from the Florida Institute of Government at the University of Central Florida facilitating the effort; and

WHEREAS, the City Council and senior City staff participated in a day-long workshop to speak about visions for the future of the City through the year 2026; and

WHEREAS, the City Council identified strategic issues that should be addressed; and

WHEREAS, a list of eight goals and the objectives for each goal was specified; and

WHEREAS, a final selection of priority objectives was identified for implementation in a Strategic Plan Report attached hereto as Exhibit #1.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MOUNT DORA, FLORIDA, AS FOLLOWS:

SECTION 1. Legislative Intent and Findings. The City of Mount Dora has complied with all requirements and procedures of Florida law and processing and adopts the recitals (whereas clauses set forth above) as legislative findings and an expression of its intent.

SECTION 2. Implementing Administrative Actions. The City Manager is hereby authorized and directed to take such actions as she may deem necessary and appropriate in order to implement the provisions of this Resolution as set forth in Exhibit #1. The City Manager may, as deemed appropriate, necessary and convenient, delegate the powers of implementation as herein set forth to such City employees as deemed effectual and prudent.

SECTION 3. Scrivener’s Errors. Typographical errors and other matters of a similar nature that do not affect the intent of this Resolution, as determined by the City Clerk and City Attorney, may be corrected.

SECTION 4. Conflicts. All resolutions or parts of resolutions in conflict with any of the provisions of this Resolution are hereby repealed.
SECTION 5. **Severability** If any Section or portion of a Section of this Resolution proves to be invalid, unlawful, or unconstitutional, it shall not be held to invalidate or impair the validity, force, or effect of any other Section or part of this Resolution.

SECTION 6. **Effective Date.** This Resolution shall become effective immediately upon its passage and adoption.

PASSED AND ADOPTED this 6th day of December, 2016.

NICK GIRON
MAYOR of the City of Mount Dora, Florida

ATTEST:

Gwen Keough-Johns, MMC
CITY CLERK

For use and reliance of the Mount Dora City Council only
Approved as to form and legality

Lonnie Groot, City Attorney
INTRODUCTION

The City of Mount Dora City Council held a Strategic Planning Workshop on July 9, 2016. Ms. Marilyn Crotty, director of the Florida Institute of Government at the University of Central Florida facilitated the session.

The Mayor, the Council Members, and senior staff participated in the day-long workshop that was held at City Hall. Ms. Crotty asked the elected officials to speak about their visions for the future of the city in 2026. After conducting an environmental scan, the participants assessed the strengths, weaknesses, opportunities and threats facing the City of Mount Dora.

The Council then identified strategic issues that should be addressed in the next few years. The list of issues was incorporated into eight goals for the city and objectives under each goal were specified. The final activity of the workshop was the selection of priority objectives for implementation. The objectives receiving support from at least four of the elected officials were identified as Tier One priorities objectives. Those receiving support from at least 3 council members are designated Tier Two priorities. All of the rest of the objectives were listed as Other Objectives.

This report is a summary of the discussions and conclusions of the workshop.
VISION – CITY OF MOUNT DORA, 2016

The Mayor and Council Members were asked to describe their visions for the future of the city ten years from now. The following comments were shared:

Planned and controlled growth
Infrastructure in place – citywide
Maintain image – festival/dining
Still in Top 10 for retirement
Tree lined streets
Parking garages – satellite
Foot traffic
Innovation district – half full (university, medical)
Highland St – uptown – own flavor
NECRA – Council member
Redrawn districts
Athletic Park across highway
   (Connected) exercise, water facility, bike and walking, adult and children activities
Adequate revenues
Some light industry – clean
Commercial development – 441
Annexation
Not known as a “retirement” community – good mix – attract younger residents
Maintain downtown Mt. Dora
More artist downtown – studios
   “Art roots” – antiques
Open opportunities for campaigning throughout city
Nature trails
Signature festivals – some limits
Right kind of economic development
   Small tech, light industry
Jobs so young people will return to Mt. Dora
Housing opportunities
Enhanced education – higher & K-12
Parks in District 4
Parking solutions – small facilities
Accessibility – parking, trails
Ethos – transparent, open, easy to work with government
   Feeling people get when visiting Mount Dora
Keeping up with infrastructure
Population growth
Maintaining unique aura – beauty
Promoting city nationally to attract families
Expanded downtown to Highland and beyond
NECRA – historical opportunities
   Expansion from downtown
Unique public transportation
Historical tours
Historical museum – NECRA?
Recreation expanded
Enhanced city staff – attract quality staff

EXTERNAL ISSUES & TRENDS
The group discussed trends and issues that are occurring in the international, national, and state environment that may have an impact on the city in the near future. The following external forces were identified as significant for the City of Mount Dora:

Terrorism – preparation
Aging population – baby boomers
More retirees coming to Florida
Multiculturalism
Space industry – come-back
Over population
  Water supply
More need for solar energy
Sea level rise
More sink holes
Erosion of home rule by Florida Legislature
  Need to engage
Living longer – active elders
  Quality of life
Socio-economic relationships
  Shrinking middle class
  Haves and have-nots
  Leading to divisiveness
Federal Mandates – inclusion, compliance
  Affordable Care Act
Public expectation for transparency
Adversarial relationships
  City vs. State – need more collaboration among govt. entities – county/city; city/city
Technology – changes
  Autonomous vehicles
Expectations from citizen
  Fast service – response
Information explosion
Social media
  Positive/negative
Diminishment of trust in government
Quick responses maybe without thought
Need be fast – moving (technology speed)
Loss of human contact/connection
  High tech/hi touch
Privacy rights
INTERNAL ISSUES & TRENDS
The group analyzed internal trends and issues that may have an impact on the city. The following items were identified:

- Food insecurity – high rate of poverty – seniors, children
- Caring community – volunteerism
- Terrorism – preparation- security system
- Inclusive - welcoming
- Competing worldwide for jobs, etc. – globalization
- HOA’s restrict campaigning
- Leader in Lake County for moving forward – growth
- Interagency agreements
  - Open communication
- Demand on resources greater than ability to provide
- Population increasing
- Flexible approach to problem-solving; hiring personnel
- Need for informal interactions
  - Council – staff
- 2019 Comp Plan – EAR
- Envision plan – updated
- More citizen involvement
- Two year term – constraint/but supported by residents
- Move forward with issues at hand
The Council and staff then identified what they perceive as strengths and weaknesses of the city and its government. They also identified opportunities and threats that the city faces. The following chart is a compilation of these ideas. The number in parentheses () next to each comment indicates how many participants made this comment.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff (9) – outstanding; professional(2); great depth of knowledge and experience; great (2) dedicated</td>
<td>Staff (9) – lack of succession planning dealing with decimated key staff departing; lack of staff in maintenance and repairs; dangerously understaffed in key areas; need more; appropriate staffing; short staffed in some areas;</td>
<td>Growth (5) – poised for future growth; smart growth; room to grow; potential for growth; proper management of future growth</td>
<td>Economy (3) - including global; fragile; downturn in economy</td>
</tr>
<tr>
<td>Community (4) – involvement; sense of community; educated; high level of volunteerism</td>
<td>Council (5) – 2 year terms; new council micro-managing staff; No leadership; comment time over run with non-agenda items; lack of understanding of policy role for council</td>
<td>Innovation District (3) – preparation for district growth; world class</td>
<td>Staff (2) - loss of staff due to low wages or overworked – need backups</td>
</tr>
<tr>
<td>People (3) – great; outspoken; care deeply for Mount Dora</td>
<td>Political (2) - slander</td>
<td>Expanded ways of citizen communication</td>
<td>In Fighting (2) - within Tri-Cities; and negativism</td>
</tr>
<tr>
<td>Historic (3) – downtown; concerned about historic preservation</td>
<td>Attorney (2) – lack of effective use of City Attorney; letting a good city manager and Assistant City Manager and Attorney go without reason</td>
<td>Developing a comprehensive public building analysis inventory</td>
<td>Not able to go into HOA’s during election</td>
</tr>
<tr>
<td>Downtown (2) – charming; beautiful</td>
<td>Bench strength (2) – of employees</td>
<td>Social media expanded use</td>
<td>Growth (2) – pressures; not planning enough for future growth</td>
</tr>
<tr>
<td>Cooperation from State, County, surrounding communities</td>
<td>Cumbersome development process</td>
<td>Regular updates of long term planning</td>
<td>Someplace special (2) - Losing; over-development that could spoil charm of “someplace special”</td>
</tr>
<tr>
<td>Kim</td>
<td>Decisions without knowing citizen desires</td>
<td>Region leader with the right niche</td>
<td>Property tax burden moves people out of town</td>
</tr>
<tr>
<td>Vision</td>
<td>Lack of attention to infrastructure</td>
<td>Focus on outputs not inputs</td>
<td>Lowered revenues</td>
</tr>
<tr>
<td>Diversity of ideas</td>
<td>“Sunshine on government” group false accusations</td>
<td>Increase bike/walk paths w/ 441 and 46 plus Wekiva Parkway</td>
<td>Encroachment from Orlando. Don’t want to be a suburb of that</td>
</tr>
<tr>
<td>Character</td>
<td>Online capabilities 429</td>
<td></td>
<td>Politics</td>
</tr>
<tr>
<td>City location topography</td>
<td>Fund balance</td>
<td>Economic Development</td>
<td>Loss of privacy</td>
</tr>
<tr>
<td>Progressive and inclusive</td>
<td>Lack of transportation</td>
<td>Intergovernmental cooperation</td>
<td>City’s image w/digital media</td>
</tr>
<tr>
<td>Reputation as FL “festival city” (Visit Mount Dora)</td>
<td>Taking on more debt</td>
<td>Develop a special events department w/in Parks &amp;</td>
<td>Land locking the city</td>
</tr>
<tr>
<td>Natural beauty, lake front, trees, quaint charm</td>
<td>Recreation</td>
<td>Lack of formal ethics program process</td>
<td>Continuation of plans for streetscape and envision Mount Dora Plan</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>------------</td>
<td>-------------------------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>We have invested in quality of life in our parks</td>
<td>Lack of industry and high paying jobs</td>
<td>Make a Citizen Centric City</td>
<td>Undefined succession planning</td>
</tr>
<tr>
<td>Physical growth potential</td>
<td>Entrenched “we/they” feelings. These often involve concerns about favoritism</td>
<td>Expand services in Parks and Recreation ex. Community Center</td>
<td>Nearby cities – smarter – quicker competition</td>
</tr>
<tr>
<td>Great fire department</td>
<td>Division of city</td>
<td>Location, location, location</td>
<td>Terrorism and public security of public and government</td>
</tr>
<tr>
<td>Safe city</td>
<td>Calling oversight mistrust</td>
<td>Proactive public relations</td>
<td>Division</td>
</tr>
<tr>
<td>Solid police department</td>
<td>Distrust</td>
<td>Being quick in solutions</td>
<td>Lack of funding</td>
</tr>
<tr>
<td>Employees willingness to help</td>
<td>Revenue</td>
<td>Tri-Cities (2) Tri-City approach to problems; Collaborative meetings with Tri-City governments</td>
<td>Political divisiveness</td>
</tr>
<tr>
<td>Strong commitment to special events</td>
<td>Communication from staff to Council</td>
<td>Lakefront usage – balance “development with need for Green Space</td>
<td>Big City problems with growth</td>
</tr>
<tr>
<td>Balanced budget</td>
<td>Resources</td>
<td>Use of CRA assets to improve accessibility</td>
<td>Failure to timely address parking needs</td>
</tr>
<tr>
<td>Taxable values</td>
<td>More staff is solution to issues belief</td>
<td>Vacant land to East</td>
<td>Technology – keeping up</td>
</tr>
<tr>
<td>Common love for Mount Dora</td>
<td>Unfriendly business environment perception</td>
<td>Still have time to invest in the direction we are headed to</td>
<td>Perception of being non-inclusive</td>
</tr>
<tr>
<td>Commitment to excellence</td>
<td>Acceptance of new ideas</td>
<td></td>
<td>Growing socio-economic divide locally</td>
</tr>
<tr>
<td>Marketable city to different age groups/demographics</td>
<td>City Fire Department non-compliance w NFPA standards</td>
<td></td>
<td>Not keeping up with repairs and lack of funding and staff</td>
</tr>
<tr>
<td>Public perception of Mount Dora</td>
<td>Can’t run departments or programs entirely or efficiently with only volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Higher education opportunities</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**STRATEGIC ISSUES**

*The Council and staff identified strategic issues and organized them into like categories:*

**Economic Development**

Hiring Director
Evaluation and assessment of special events
Marketing of city – branding

**Infrastructure**
Right-of-ways for infrastructure easements
Facilities for future growth
New Public Works building
Maintenance of infrastructure (buildings, roads, water, sewer, sidewalks)
Expansion of utilities
Technology needs
Enhanced fiber optics

**Human Resources**
Staff shortages
Increase staffing levels – Fire (NFPA Standards), Police, Building Maintenance,
Staff – pay and benefits, development, succession

**Fiscal**
Needs assessment tool for justifying resource allocation
Strategies for increasing revenues/fund balance
Balance citizen ability to pay with city budgetary needs

**Community engagement**
Increase 2-way communication with citizens
Coordinating volunteers
Update implementation of Envision Plan

**Growth Management**
Plan for dealing with growth related to innovation district, Wekiva Parkway
Expediting parking study
New Parks and Recreation Master Plan
Maintenance of Mt. Dora as a “special place”
Streetscape implementation
Increased accessibility throughout city - intermodal

**Enhanced Public Safety**

**Council Effectiveness**
Council Development
  Training, etc.
  Workshops and educational presentations

*The Council confirmed that the eight strategic issues listed above were appropriate goals for the
city. The Council then identified objectives under each goal. They then selected priorities. Any
objective that received support from four or more Council Members (identified by number in ( )
in front of each objective) is considered a Tier One priority. Objectives with support from at
least three elected officials are Tier Two priorities. The rest of the objectives are listed as
Other. There is no significance to the order in which the goals and objectives are listed.*
GOALS AND OBJECTIVES

GOAL - ECONOMIC DEVELOPMENT

Priority Objectives
Tier One

(5) Hire Economic Development Director

(4) Create an Economic Development Plan – to include marketing and branding

Tier Two

(3) Evaluation and assessment of special events

GOAL – INFRASTRUCTURE

Priority Objectives
Tier One

(5) Maintenance of existing infrastructure

Tier Two

(3) Master plan for future infrastructure utilities, buildings

(3) Construct new Public Services Building

Other Objectives

(0) Develop Comprehensive Technology Plan (including fiber optic, hardware, software)

GOAL - HUMAN RESOURCES

Other Objectives

(2) Conduct staffing needs assessment – current and future (levels)

(1) Conduct pay and benefits assessment

(1) Do succession planning

(0) Continue providing continuing education and development for council, education boards, staff (including ethics)
GOAL – FISCAL

Priority Objective
Tier One

(4) Develop strategies for increasing fund balance (additional revenue/revenue sources) - including financial forecasting

Other Objectives

(2) Develop assessment tool for justifying resource allocation

GOAL - COMMUNITY ENGAGEMENT

Priority Objective
Tier Two

(3) Update and implement Envision Plan

Other Objectives

(1) Enhance the use of volunteers with improved coordination and assessment
(0) Increase 2-way communication through a variety of methodologies

GOAL - GROWTH MANAGEMENT

Priority Objectives
Tier One

(5) Plan for future growth of innovation district including appropriate annexations, land use designations, etc.
(4) Develop a new master plan for parks and recreation

Other Objectives

(1) Review and implement parking study as appropriate
(0) Implement phase 4 and 5 of Streetscape Plan
(0) Develop city-wide intermodal mobility plan
GOAL - PUBLIC SAFETY

Other Objectives

(1) Achieve and maintain accreditation for public safety entities

(1) Assure enhanced security at City Hall

(1) Develop long range plan for public safety needs as city grows (facility, personnel, vehicles, etc., equipment)

(0) Achieve and maintain NFPA standards for personnel

GOAL - COUNCIL EFFECTIVENESS

Priority Objective

Tier One

(4) Conduct periodic/regular council workshops and educational presentations

Other Objectives

(0) Reinstitute regular meetings of Tri-City elected officials

(0) Promote legislative advocacy by council through various mechanisms
PRIORITY OBJECTIVES

Tier One

(5) Hire Economic Development Director

(5) Maintenance of existing infrastructure

(5) Plan for future growth of innovation district including appropriate annexations, land use designations, etc.

(4) Create an Economic Development Plan – to include marketing and branding

(4) Develop strategies for increasing fund balance (additional revenue/revenue sources) - including financial forecasting

(4) Develop a new master plan for parks and recreation

(4) Conduct periodic/regular council workshops and educational presentations

Tier Two

(3) Evaluation and assessment of special events

(3) Master plan for future infrastructure utilities, buildings

(3) Construct new Public Services Building

(3) Update and implement Envision Plan