

CITY OF MADEIRA BEACH - PROACTIVE OPERATIONAL STRATEGY

By: Jonathan Evans, MPA, MBA, ICMA-CM

- **Objective 1: Communication with elected officials** - an emphasis on clear and concise communication should always be a principal focus of staff and city administration. Transparency and accurate information will be disseminated continuously.
- **Objective 2: Fiscal Management** - Staff will continue to monitor fund balance and ensure that conservative principles are deployed while managing all fiscal resources judiciously. Areas of primary emphasis will include the following:
 - Pinellas For Pinellas – LOST (Local Option Sales Tax) – Staff will conduct a comprehensive review of capital projects, as well as, began formulating a list to be reviewed by the City Commission before its presentation to the voters. Advocacy, for the upcoming Penny For Pinellas, must commence as this local option sales tax is slated to expire in 2019.
 - Millage Rate - Continue to seek operational efficiencies, and effective governance to maintain the city's 2.2 ad valorem tax rate while making vital investments in infrastructure and strategic needs to ensure the quality of life that is enjoyed uniformly by the residents is preserved.
 - Fund Balance - Increase the city's 16.7% fund balance by reviewing capital expenditures, cost of fringe benefits and reducing reliance on contractual providers if in fact there is a cost-benefit to bring the services under the auspices of the city.
- **Objective 3: TEAMWORK** - This particular goal, is probably the principal objective. To create a team that is focused on exceptional public service, civic engagement while delivering measurable results. Understanding the importance of customer-centric service, while focusing on superior service delivery. Furthermore, by developing this strategy, the city will invest in its most precious and valuable resource, its personnel. Also, compensate them fairly and equitably so that the organization can benefit from high-performing individuals.
 - Tour of City operations in order to meet with all the employees within the first 50 days, with the intent of communicating the management style of the administration, as well as reaffirming the commitment to good governance and transparency.
- **Objective 4: Accountability** - Executing projects, initiatives, and policy edicts efficiently and effectively and reporting back in "Real Time," so that policymakers are always informed of what is occurring.
- **Objective 5: Community Engagement** - Hosting town hall meetings, conversations with the manager and the elected officials, as well as an "open door" opportunity for members of the public to interact with city administration to develop open and honest dialogue and build genuine relationships with the intention of promoting good governance.
- **Objective 6: Economic Development: Smart Growth** - Promote opportunities that bring economic investment to Madeira Beach while ensuring that quality of life and the environment are protected. Staff will work with Pinellas County, Enterprise Florida, and other area business leaders to attract economic development activities to Madeira Beach.
 - Promote local – Buy Local, Shop Local and Support Local
- **Objective 7: Legislative priorities** - With the legislative session commencing in January, it is critical for city staff to work with the elected body and our congressional delegation to ensure that Madeira Beach's priorities are considered, and that cooperative funding agreement can be provided to help invest in critical infrastructure needs.

“Our Team’s Only Objective is Excellence”

Our Commitment

Jonathan E. Evans
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Maderia Beach Stakeholder