

Minutes of City Council Workshop
Friday, March 7, 2025 – 8:30 A.M. – 4:30 P.M.
Community Center and Exhibition Hall
2508 South Beach Parkway, Jacksonville Beach, FL



The City Council Workshop began at 9:01 A.M.

The following City Council Members were in attendance:

Mayor: Christine Hoffman

Council Members: Sandy Golding Bill Horn (late) Dan Janson
Greg Sutton John Wagner Bruce Wouters (late)

Also present were City Manager Mike Staffopoulos, City Attorney David Migut, Director of Parks & Recreation Jason Phitides, Chief Financial Officer Ashlie Gossett, Director of Public Works Dennis Barron, Chief Information Officer Bill Rieger, Director of Human Resources Kim Bennett, Chief of Police Gene Paul Smith, Director of Beaches Energy Services Allen Putnam, Senior Planner Christian Popoli, Community Redevelopment Agency (CRA) Coordinator Taylor Mobbs, Communications Manager Jacob Board, Fire Marshal Steve Sciotto, Electric Engineer Don Cuevas, Electric Engineer Project Supervisor Matt Seeley, Assistant to the City Manager Molly Alleger, and City Clerk Sheri Gosselin.

The workshop facilitators were Florida Institute of Government (FIG) Director Jeff Hendry, Liane Giroux, Jenny Anderson, and Dena Hurst from the FIG.

Purpose of Workshop

The purpose of the workshop was to enable the City Council to identify strategic priorities, goals, and objectives to support the overall direction of the community.

Summary

FIG Director Jeff Hendry explained the objectives and expectations for the workshop. City Manager Mike Staffopoulos reviewed the current Strategic Plan.

The Council identified their key challenges and priorities and selected their top six strategic priorities:

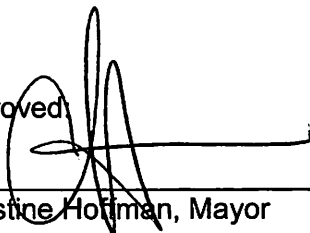
1. Identify and develop an action plan for revitalizing the downtown area (both public and private)
2. Develop a maintenance plan for each project
3. Public safety technology enhancement plan
4. Improve community vibrancy by leveraging underdeveloped and under-utilized resources such as the boardwalk/beach, intracoastal access points, parks, and connectivity of the Urban Trail (mainly public)
5. Review of the Code of Ordinances
6. Develop and implement a comprehensive communication strategy and plan
 - Develop and implement a residency advocacy program

Mr. Hendry stated a summary would be provided to the Council and staff about the topics discussed. Mr. Staffopoulos said once the summary was received, the Executive Leadership Team would have internal discussions to develop a plan to present to the Council for further discussion.

There was a consensus of the Council to have a retreat every two years after a new Council is seated.

The Workshop adjourned at 3:12 P.M.

Submitted by: Sheri Gosselin
City Clerk

Approved: 

Christine Hoffman, Mayor

Date: 3/25 3/17/25