



City of Jacksonville Beach

Special Briefing Notice

11 North Third Street
Jacksonville Beach, Florida

City Council

Monday, June 9, 2025

5:30 PM

City Hall 1st Floor Conference Room

City Manager Mike Staffopoulos will conduct a Council Briefing to update the City Council about ongoing items in the City. The Briefing will include, but not be limited to, the following topics:

- A. Penman Road Update
- B. Various Property Casualty & Workers' Compensation Insurance Coverages Renewal
- C. New Council Priority Review
- D. City Council Florida League of Cities Policy Committees
- E. Committee Assignment Report
- F. Miscellaneous City Manager's Items
- G. Future Briefing Topics

Council Members in attendance may include:

Mayor: Christine Hoffman

Council Members:

Sandy Golding

Bruce Wouters

Bill Horn

Greg Sutton

Dan Janson

John Wagner

Please note: Council Members in attendance may vary according to their schedules.

No public comments are taken at the City Manager's Council Briefing.

If you are a person with a disability who needs an accommodation to participate in a meeting, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the ADA Coordinator by phone 904-712-6297 or submit an [Accommodation Request](#) to the ADA Coordinator as far in advance of the meeting as possible; preferably 7 days but no less than 2 business days, before the meeting. If you are hearing or voice impaired, please call Florida Relay at 711 for assistance.

CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Amber Lathem, Human Resources Generalist
DATE:	June 9, 2025
SUBJECT:	Insurance Renewals

BACKGROUND

On May 29, 2024, the City issued RFP No. 06-2324 for Various Property Casualty & Workers Compensation Insurance Coverages. During the September 3, 2024, meeting, Human Resources requested approval for two related items: (1) to award the RFP to the Florida League of Cities with the contract allowing for four additional one-year renewal periods, and (2) to delegate authority to the City Manager to approve and execute all subsequent renewals through the maximum contract period.

The motion to award the RFP to the Florida League of Cities passed 5-1. However, the motion to delegate renewal authority to the City Manager failed on a 3-3 vote. This outcome may have been due to insufficient information provided to Council at the time of award, and a comprehensive discussion on the process involved with renewals.

As we approach the October 1, 2025, policy renewal date, we must note that the Florida League of Cities, consistent with past practice, will not provide final renewal details until mid-July. The limited window between receipt of those renewal terms and the policy effective date does not provide sufficient time to conduct a new RFP process, which typically requires approximately 120 days.

If the renewal is not approved at this time, the City would be left without property, casualty, and workers' compensation insurance coverage on October 1, 2025. We respectfully urge the Council to consider this timing constraint when evaluating the renewal request, as maintaining continuous coverage is essential to the City's operations and financial risk management.

FINANCIAL IMPACT

Unknown at this time.

COUNCIL DIRECTION REQUESTED

1. Discuss what additional information the City Council would like to see to feel confident in approving the upcoming insurance renewals.
2. Discuss whether the City Council is amenable to staff formally requesting at a future City Council meeting authorization of the City Manager to approve and execute the remaining three one-year renewal periods under the current agreement. This delegation of authority would help ensure uninterrupted insurance coverage and allow the City to manage renewal approvals more efficiently in those years when timing challenges persist.



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach, FL 32250

ATTACHMENTS

CITY COUNCIL BRIEFING TOPIC	
TO:	Mayor and City Council
FROM:	Michael J. Staffopoulos, City Manager
DATE:	June 9, 2025
SUBJECT:	New Council Priority Review

BACKGROUND

The purpose of this briefing topic is to review project breakdowns and scopes of work developed by staff in support of the Strategic Plan Priority Updates report (attached). On March 7, 2025, the City Council held a retreat facilitated by the Florida Institute of Government (FIG). The retreat identified the Council's overarching priorities for the next 2 to 4 years in the form of six Strategic Priorities (SPs). The final product from the retreat, the Strategic Plan Priority Updates report, along with the proposed placement of new projects within the Strategic Plan reporting structure, are attached for reference.

Once project breakdowns and scopes of work are acceptable to the Council, staff can begin the task of determining where these projects fit within the schedule of upcoming work. If there are conflicting priorities, Council may be asked to assist in determining the prioritization of work efforts.

FINANCIAL IMPACT

The financial impacts of the six Strategic Priorities are unknown at this time.

COUNCIL DIRECTION REQUESTED

- Does the City Council concur with the scope of work developed for new projects and modified for existing projects?
- Does the City Council concur with the breakdown of projects and the assignments to existing Priorities, Goals, and Objectives?

ATTACHMENTS

1. Council Retreat March 2025 FINAL DRAFT
2. Strategic Plan Priority Updates Executive Summary R2
3. Strategic Plan Quarterly Report - Project Inserts - PRIORITY 1
4. Strategic Plan Quarterly Report - Project Inserts - PRIORITY 2
5. Strategic Plan Quarterly Report - Project Inserts - PRIORITY 3
6. Strategic Plan Quarterly Report - Project Inserts - PRIORITY 4



STRATEGIC PLAN

PRIORITY UPDATES

City of Jacksonville Beach | March 7, 2025

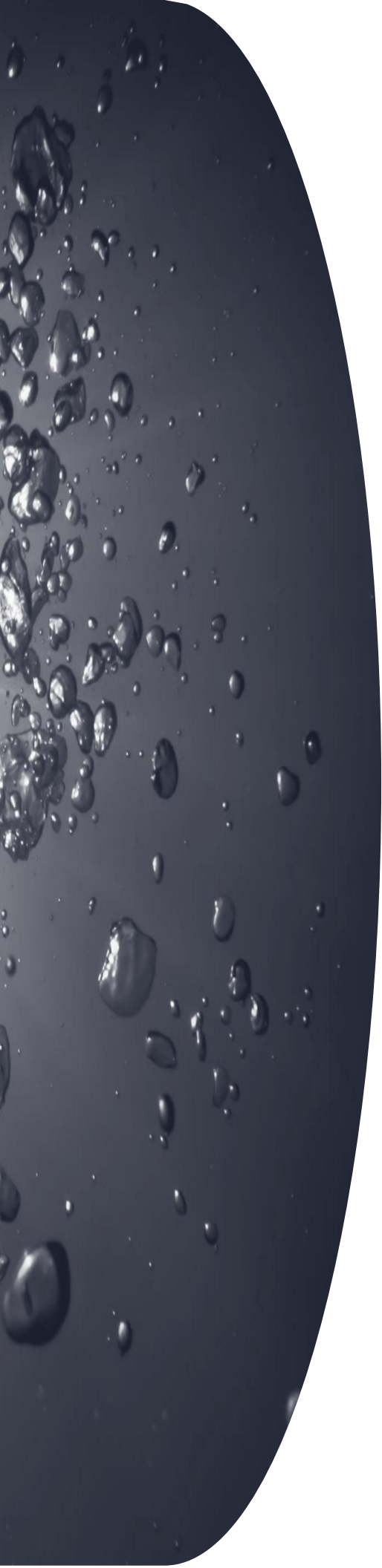


SUMMARY

On March 7, 2025, the City of Jacksonville Beach City Council and City Staff Members held a workshop to review and revise the city's strategic plan. The workshop was held at the Jacksonville Beach Community Center and was facilitated by staff of the Florida Institute of Government at Florida State University.

The event was an opportunity for the City Council to convene, examine, and discuss the municipality's vision and mission statements, review its core organizational values, and establish strategic priority projects and initiatives. The conversations and discussions focused on prioritizing key issues in the short- and long-term to advance the wellbeing of the city's natural resources, businesses, and citizens.

The main priority of the strategic planning workshop was to end the day with a list of strategic priorities and specific, measurable objectives for each as decided by the Jacksonville Beach City Council and Staff. This following provides the results of the workshop and represents a DRAFT of the updates to the City of Jacksonville Beach's Strategic Plan.



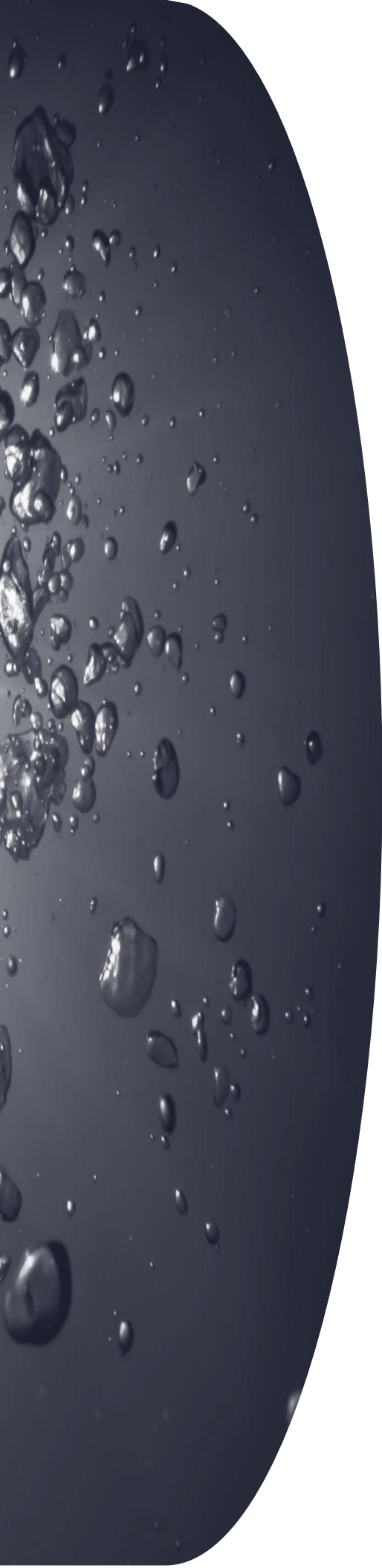
COUNCIL EXPECTATIONS

WHAT WOULD BE A SUCCESS FOR TODAY'S EVENT?

- Clarity and alignment
- Commonality and consensus
- Realistic view of goals vs. resources
- Achievable goals
- Identifying reasonable priorities
- Alignment between council and staff on priorities and objectives

IF YOU RETURNED TO JACKSONVILLE BEACH AFTER 20 YEARS, HOW WOULD YOU HOPE IT HAS CHANGED, AND WHAT SHOULD IT BE KNOWN FOR?

- Downtown redevelopment and revitalization
- Protection of residential neighborhoods as residential per designation
- Still a vibrant coastal community that lives the beach life
- An attractive, inviting community for residents and visitors
- Well-maintained, colorful, fun community
- A city where you can eat any meal of the day with a view of the ocean
- Destination for residents and visitors, known for community pride
- Maintain quaint beach character and healthy beaches
- A visually beautiful, clean and well-maintained city
- Vibrant, clean, well-used parks and beaches
- Beach vibe; laid back
- Safe community at night for pedestrians and cyclists
- Businesses that complement the community
- A mobile, active community that is pedestrian- and cyclist-friendly
- Engaged community
- Active, safe, family friendly downtown
- Continuation of legacy families
- Less homelessness and lack of urban blight
- Clean, viable, usable beach
- Golf course and parks
- Intercoastal waterway development
- Police department, public safety
- Consistent branding for community



WHAT ARE THE MOST IMPORTANT ISSUES/CHALLENGES FACING THE CITY IN THE NEXT 2 - 4 YEARS?

- Need for a robust public safety component – better surveillance and technology tools
- Effective communication to and among the community – cutting through the noise and controlling the message
- Communication on a neighborhood level as well as on the city level
- Downtown – helping landowners navigate redevelopment
- Managing large numbers of outsiders/daytrippers/visitors that put a strain on city resources – public safety, public works, infrastructure – and mitigation of those effects on the city and residents
- Changes in societal/cultural attitudes/norms
- Environmental challenges – storms, flooding
- Changing makeup of citizenry
- Community engagement
- Protecting neighborhoods from state legislative mandates and preserving the city's neighborhoods
- Review of current ordinances and codes to allow for proactive approaches to future growth and development
- Land development codes
- Affordable housing
- Addressing homelessness
- Outside pressures that may be counter to what the community wants



STRATEGIC PRIORITIES

TOP SIX SELECTED BY COUNCIL

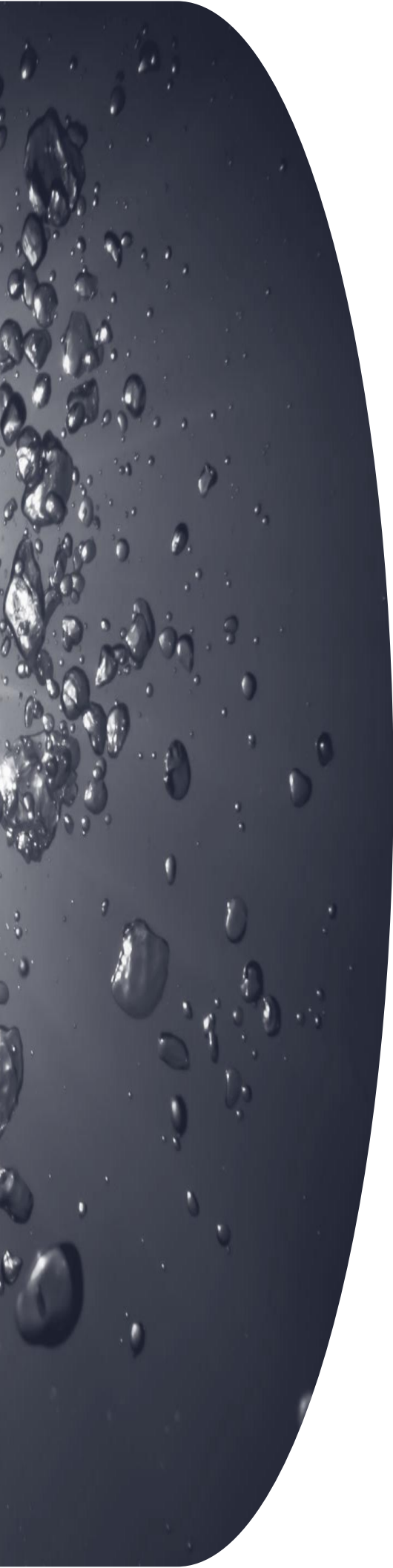


1. Develop an action plan for revitalizing the downtown area (both public and private).
2. Develop a maintenance plan for each project.
3. Develop a public safety technology enhancement plan.
4. Improve community vibrancy by leveraging underdeveloped and under-utilized resources such as boardwalk/beach,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

ADDITIONAL PRIORITIES



- Create and implement a P3 plan including a property purchase plan.
- Structural and operational review of CRA.
- Implement a project management training program for all city staff to include incentives.
- Develop the Jacksonville Beach brand as a “north star” that drives all city initiatives and efforts.



STRATEGIC OBJECTIVES

PRIORITY: DEVELOP AN ACTION PLAN FOR REVITALIZING THE DOWNTOWN AREA.

What is the overarching importance and purpose of the priority?

- ☒ Get a full comprehensive view of now and how the city can develop in the future using existing resources
- ☒ Create an experience that realizes the vision and mission of the city
- ☒ Make downtown a point of pride and a hub of visitors and businesses, highlighting community appearance

What steps are needed to address and implement the priority?

- ☒ Assess inventory of properties for sale and in need of development, and develop a property purchasing policy for city staff
- ☒ Ascertain owners' plans for vacant lands to identify revitalization opportunities; explore purchasing or leasing vacant lands to improve attractiveness of properties
- ☒ Build relationships with property owners and create a succession plan to maintain relationships into the future
- ☒ Develop a more wholistic P3 plan
- ☒ Operationalize recommendations from plan after March 17 incident
- ☒ Increase code enforcement and explore creating rules specific to downtown; research rules for similar communities
- ☒ Set the tone for businesses with city's maintenance of city-owned properties
- ☒ Review CRA structure and make changes to leverage all resources

Who will be responsible for leading the efforts to achieve the priority?

- ☒ Planning Director
- ☒ CRA Manager
- ☒ Council sponsor

What timeline should be assigned to project initiation and completion?

- ☒ Assessment of inventory completed in 30-60 days
- ☒ Completion of plan within current fiscal year
- ☒ Ongoing: building relationships and acquiring properties

How will progress be measured and reported to the council and public?

- ☒ Reporting by city council sponsor; operational aspects handled by city staff
- ☒ Improved relationships with property owners and clear communication of overarching goals
- ☒ Consistent understanding of Jacksonville Beach properties

PRIORITY: DEVELOP A MAINTENANCE PLAN FOR EACH PROJECT.

What is the overarching importance and purpose of the priority?

- ☒ Sustainability and avoidance of asset obsolescence
- ☒ Identification of maintenance needs

What steps are needed to address and implement the priority?

- ☒ Using new asset management software, determine how to go from reactive to proactive approach with each project's maintenance plan

Who will be responsible for leading the efforts to achieve the priority?

- ☒ Global approach – relevant department head for the project (all assets across all departments)

What timeline should be assigned to project initiation and completion?

- ☒ 18-24 months to full implementation
- ☒ 4-6 months of preliminary work on software installation followed by full implementation by creating full maintenance and inspections schedules on all assets and inventory

How will progress be measured and reported to the council and public?

- ☒ Measured by completed maintenance tickets

PRIORITY: DEVELOP A PUBLIC SAFETY TECHNOLOGY ENHANCEMENT PLAN.

What is the overarching importance and purpose of the priority?

- ☒ Public safety is the number one responsibility of the city government

What steps are needed to address and implement the priority?

- ☒ Externally – license plate reader for fixed positions (bridges/downtown) and marked cars
- ☒ Internally – case management and report management systems

Who will be responsible for leading the efforts to achieve the priority?

- ☒ Police Department
- ☒ City council and city staff

What timeline should be assigned to project initiation and completion?

- ☒ Phased approach, prioritizing external then internal needs
- ☒ Full implementation in 2-4 years

How will progress be measured and reported to the council and public?

- ☒ Utilize case/report management system After Action Reports

PRIORITY: IMPROVE COMMUNITY VIBRANCY BY LEVERAGING UNDER-DEVELOPED AND UNDER-UTILIZED RESOURCES SUCH AS BOARDWALK/ BEACH, INTRACOASTAL ACCESS POINTS, PARKS, AND CONNECTIVITY OF THE URBAN TRAIL.

What is the overarching importance and purpose of the priority?

- ☒ Aligns with the vision and mission of creating community vibrancy
- ☒ Leverage existing work on improvements to parks and trails to expand connectivity between all resources (parks, trails, intercoastal waterway, beaches, walkways)

What steps are needed to address and implement the priority?

- ☒ Pull data from current reports – update parks assessment and plan
- ☒ Identify resources and opportunities with underdeveloped, underused lands
- ☒ Evaluate smaller parks to identify needed improvements
- ☒ Create a waterway plan
- ☒ Create a unified development plan for urban trails, boardwalks, parks

Who will be responsible for leading the efforts to achieve the priority?

- ☒ Parks & Recreation Director/Department
- ☒ Council sponsor

What timeline should be assigned to project initiation and completion?

- ☒ Create plan by the end of this fiscal year
- ☒ Determine timelines with department heads based on staff resources

How will progress be measured and reported to the council and public?

- ☒ Regular updates on plan implementation at council briefings

PRIORITY: REVIEW THE CODE OF ORDINANCES.

What is the overarching importance and purpose of the priority?

- ☒ Bring all codes/ordinances up to date
- ☒ Elimination of those that are antiquated or in conflict with state statutes

What steps are needed to address and implement the priority?

- ☒ Designation of legal consultant
- ☒ Creation of council workshops to discuss findings

Who will be responsible for leading the efforts to achieve the priority?

- ☒ City council
- ☒ City manager
- ☒ City attorney and paralegal
- ☒ Contracted legal consultant

What timeline should be assigned to project initiation and completion?

- ☒ Start at beginning of FY2026 (October 1)
- ☒ Allocate one-year timeline

How will progress be measured and reported to the council and public?

- ☒ Review on a regular basis best determined by legal counsel

PRIORITY: DEVELOP AND IMPLEMENT A COMPREHENSIVE COMMUNICATION STRATEGY AND A RESIDENT ADVOCACY PROGRAM.

What is the overarching importance and purpose of the priority?

- ☒ Communication strategy affects everything the city does and every interaction the city has
- ☒ Residents feel heard – need a tool or process to inform residents, receive input, clarify misinformation
- ☒ More effective use of city resources
- ☒ Internal consistency of messaging

What steps are needed to address and implement the priority?

- ☒ Implementation of a formal tool and development of a process to communicate with council
- ☒ Ensure needed resources and expertise to support plan components
- ☒ Ensure communication plan includes city brand strategy; unify branding projects to create a “north star” to coordinate city efforts in communicating to the public
- ☒ Identify/establish components of the plan so all staff are aligned, e.g., issue resolution capturing tool, formal process for in-person feedback, community feedback 360-degree methodology, resident advocacy program
- ☒ Scenario planning and handbook development for crisis communication for all departments so there is a common understanding of who communicates in various situations: internal communication/external communication/crisis communication

Who will be responsible for leading the efforts to achieve the priority?

- ☒ Council sponsor
- ☒ Deputy city manager
- ☒ Communications manager

What timeline should be assigned to project initiation and completion?

- ☒ Have a plan in place by December 31, 2025, then move forward with additional timelines.

How will progress be measured and reported to the council and public?

- ☒ Council sponsor will report to the city council
- ☒ Benchmark community survey/annual survey
- ☒ Develop measures for issue resolution

Strategic Plan Priority Updates

May 19, 2025

EXECUTIVE SUMMARY

On March 7, 2025, the City Council held a retreat facilitated by the Florida Institute of Government (FIG). The purpose of the retreat was to identify Council overarching priorities for the next 2-4 years. The final product from the retreat is the Strategic Plan Priority Updates report (attached).

The City's Executive Leadership Team (ELT) has worked to identify discrete projects associated with the top six Strategic Priorities (SP) from that report and their associated scopes of work. The six SPs, as listed on page 5 of the report, are as follows:

1. SP1 - Develop an action plan for revitalizing the downtown area (both public and private).
2. SP2 - Develop a maintenance plan for each project.
3. SP3 - Develop a public safety technology enhancement plan.
4. SP4 - Improve community vibrancy by leveraging underdeveloped and under-utilized resources such as boardwalk/beach, intracoastal access points, parks, and connectivity of the urban trail (mainly public).
5. SP5 - Review the Code of Ordinances.
6. SP6 - Develop and implement a comprehensive communication strategy and a resident advocacy program.

Note: A discussion was held with Council at the May 12 briefing on further defining "resident advocacy program." Feedback from Council was that the intention is more resident engagement, and that perhaps use of the words "engagement program" would be more representative of their desires.

The ELT has cross-referenced their work on the six SPs to the Strategic Plan Operational Plan (SP-OP) to determine where within the Priorities, Goals and Objectives new projects should be placed, and whether existing projects require scope modification. The result of this cross-reference identifies:

- Addition of EIGHT (8) new projects
- Modification of FOUR (4) existing projects

The breakdown is as follows:

- SP1 – Add three (3) new projects; Modify one (1) existing project
- SP2 – Modify one (1) existing project
- SP3 – Add one (1) new project
- SP4 – Add two (2) new projects; Modify two (2) existing projects
- SP5 – Add one (1) new project
- SP6 – Add one (1) new project

SUMMARY OF PROPOSED PROJECTS

SP1 - Develop an action plan for revitalizing the downtown area (both public and private).

Priority 3 – Local Economic Development already sets the framework for additional initiatives requested by Council. More specifically, P3 contains the following:

- Goal 1: Develop a downtown that attracts residents, visitors, and commerce.
 - Objective 1: Develop strategies to stimulate the downtown business district to include mixed use, commercial, retail, and living spaces
 - 01 – Establish Redevelopment Incentives for the Central Business District (CBD) and Downtown CRA (100% complete)
 - 02 – Develop a Public Private Partnership (P3) Strategy (75%)
 - Objective 2: Implement the Downtown Vision Plan
 - 01 – Develop an Enhanced Maintenance Plan for the Downtown CRA (100%)
 - 02 – Implement the Downtown Vision Plan (75%)
- Goal 2: Attract, cultivate, and retain desired businesses
 - Objective 1: Establish a streamlined business-friendly process to assist with the navigation of city requirements
 - 01 – Create a Process Map and Marketing Materials for Starting a Business in the City (100%)
 - 02 – Create a Development and Redevelopment Guidance Document (25%)
 - Objective 2: Review and implement reforms to regulations and government policies to attract locally owned business
 - 01 – Create LDC Incentives to Support New Businesses Locating / Starting Up in the City (95%)

Propose adding the following three projects:

P3.G1.O1

03 – Develop a Parcel Ownership, Development Barrier, and Utilization Plan for the CBD

Scope Elements:

- *Develop an inventory of all underutilized parcels within the CBD, to include ownership, contact information, current use, and future development plans. Contact all property owners a minimum of twice per year to build/maintain relationships*
- *Identify parcels eligible for interim use by COJB for downtown beautification/enhancement while awaiting development. Identify commensurate strategies/options for beautification.*
- *Identify barriers to redevelopment from existing ownership groups and develop/consider incentives accordingly.*

Note: Should Council wish to consider programmatic downtown parcel acquisition by the City/ CRA, a complete revisit of CRA priorities and scheduled funding would need to be conducted. Scope elements in addition to those listed above would include:

- *Identify parcels that fulfill a strategic development need of the COJB (i.e., parcel assembly for governmental eligible redevelopment).*
- *Develop a guidance policy for when/how to approach private ownership for COJB purchase.*
- *Revise P3.G1.O1-02 (Develop a P3 Strategy) to incorporate elements of this Plan.*

P3.G2.O2

02 – Evaluate Development of Special Code Provisions for the CBD

Scope Elements:

- *Determine legality and use of special Code provisions by other CRA districts state-wide.*
- *Council to discuss observed issues and their thoughts/ideas on code changes*
- *Meet with property owners to discuss purpose and intent of initiative.*
- *Work with the CRA and Council to implement special Code provisions*
- *Evaluate capacity/need for additional Code Enforcement Officer.*

P3.G2.O2

03 – Evaluate CRA Structure

Scope Elements:

- *Facilitate a series of workshops with the City Council, City Attorney, CRA Executive Director and CRA Coordinator to discuss CRA structure.*
- *Provide comparatives to other CRAs across the State.*
- *Council to make recommendations on any structural changes.*
- *City Attorney to develop appropriate ordinances to effectuate and implement changes.*

SP2 - Develop a maintenance plan for each project.

Priority 4 – Sustainability already sets the framework for additional initiatives requested by Council. More specifically, P4 contains the following:

- Goal 1: Provide Financial Sustainability and Stability
 - Objective 2: Promote asset management and preventative maintenance principles for major City infrastructure
 - 01 – Conduct Asset Condition Inventory for All Utilities and Infrastructure (0%)
 - 02 – Acquire and Implement Asset Management Software (0%)
 - 03 – Adopt and Implement the BES Strategic Plan (50%)

Propose modifying the following one project:

P4.G1.O2

02 – Acquire and Implement Asset Management Software

Current Scope:

- *Implement a city-wide asset management system to be used for department asset tracking and financial valuation. Phase 2 of ERP Implementation.*

Proposed Scope:

- *Implement a city-wide asset management system to be used for department asset tracking and financial valuation. Phase 2 of ERP Implementation.*
- *Ensure the new system provides for proactive operation and maintenance of all projects and assets across all departments.*
- *Provide regular/milestone updates to City Council regarding software implementation, initiation of use with new projects, and approach determination/conversion of historical data.*
- *Ensure proactive operation is effectively monitored through completion of maintenance tickets.*

SP3 - Develop a public safety technology enhancement plan.

Priority 2 – Public Safety already sets the framework for additional initiatives requested by Council. More specifically, P2 contains the following:

- Goal 1: Ensure the community is safe and feels secure.
 - Objective 1: Identify and develop processes to utilize public safety resources in the most efficient and effective manner.
 - 01 – Maintain and Improve Sidewalks, Crosswalks, Lights and ADA Access (0%)
 - 02 – Develop a Visitor Communication Plan (100%)

Propose adding the following one project:

P2.G1.O1

03 – Develop a Public Safety Technology Enhancement Plan (like the Parks Assessment Plan)

Scope Elements:

- *PD to perform a review and analysis of technology enhancements that benefit public safety, the department, discrete divisions, or individual officer safety.*
- *PD will work with Finance and Administration to place the elements of the Plan into a priority order, factoring in ease/complexity of purchase/implementation, external department support availability, and immediacy/need for compliance (i.e., state mandate, expiring warranty/support, etc.).*
- *PD will work with Finance and Administration to develop an implementation strategy, determining scheduling and funding of elements of the Plan.*
- *A draft Plan will be presented to Council for discussion.*
- *Implementation will be through the City's CIP and/or annual operational budget.*
- *The Plan will be updated every four (4) years to determine changes in technology, immediacy/need for compliance, and/or best practices.*

SP4 – Improve Community Vibrancy by Leveraging Under-Utilized Resources Such as Boardwalk / Beach, Intracoastal Access Points, Parks, and Connectivity of the Urban Trail.

There are several Priorities that set the framework for additional initiatives requested by Council. These include:

Priority 2 – Public Safety

- Goal 2: Create a safe and well-maintained multi-modal transportation network.
 - Objective 1: identify corridors, design and implement Complete Streets and/or other innovative concepts where feasible.
 - Objective 2: Design, develop and encourage use of an urban trail system that connects residents to parks, schools, commercial districts, and the beach.
 - 01 – Design and Develop the Urban Trails Master Plan (UTMP)
 - 02 – Implement and Promote the UTMP

Priority 3 – Local Economic Development

- Goal 1: Develop a downtown that attracts residents, visitors and commerce.
 - Objective 1: Develop strategies to stimulate the downtown business district to include mixed use, commercial, retail and living spaces.
 - 01 – Establish Redevelopment Incentives for the Central Business District (CBD) and Downtown CRA
 - 02 – Develop a Public Private Partnership (P3) Strategy

Priority 4 – Sustainability

- Goal 2: Support environmental sustainability.
 - Objective 2: Develop a plan to identify, maintain, and improve existing natural assets
 - 02 – Implement the Park Study Results

Propose adding the following two projects:

P3.G1.O1

04 – Activate the boardwalk, making it a community asset and destination

Scope Elements:

- *P&D has already received guidance from Council on elements to consider changing in current boardwalk regulations.*
- *P&D to work with the CRA to develop draft ordinance changes to support boardwalk activation; recommendations may allow for structural changes and operational uses (private and public) of the boardwalk.*
- *Draft ordinance will be reviewed with the City Council. If ordinance is implemented, then:*
- *P&D/P&R to develop appropriate programs for public/private activation of the boardwalk.*

P4.G2.O2

05 – Assess and develop a plan to maximize use of the Intracoastal Waterway (ICW)

Note: An internal exercise like this effort was conducted several years ago but was not documented. The results at that time are that public access, outside of possible generational/legacy projects, is extremely limited due to private land ownership and existence of majority residential neighborhoods along the ICW.

Scope Elements:

- *P&R to evaluate current planned improvements to public access points of the ICW.*
- *Evaluate the feasibility of developing an ICW Plan*
 - *Research passive and active uses for ICW access points (location criteria, size, types of amenities, vehicle vs pedestrian access, etc.)*
 - *Inventory vacant/underutilized parcels abutting the ICW for eligibility of ICW Plan development*
 - *Evaluate cost of acquisition, development and maintenance, environmental concerns, safe access by mode of connectivity, etc.*
 - *Review proof-of-concept with Council to determine the feasibility of moving forward with an ICW Plan. If approved, then:*
- *P&R will work with Finance and Administration to place the elements of the ICW Plan into a priority order.*
- *P&R will work with Finance and Administration to develop an implementation strategy, determining scheduling and funding of elements of the ICW Plan.*
- *A draft ICW Plan will be presented to Council for discussion.*
- *Implementation will be through the City's CIP and/or annual operational budget.*
- *The ICW Plan will be updated every five (5) years to determine changes in parcel ownership, changes to physical infrastructure and accessibility, available access elements, and access utilization.*

Propose modifying the following two projects:

P2.G2.O2

01 – Design and Develop the Urban Trails Master Plan (UTMP)

Note: Council has already indicated a desire to restructure the priorities of the UTMP, as reflected at the Council Retreat, March 2025.

Scope Elements:

- *Following consideration of the Pocket Park Program and ICW Plan, P&R evaluate current planned UTMP routes for optimized connectivity.*
- *P&R to make recommendations to Council on the sequencing of UTMP routes accessing any new elements, considering timing for any park improvements, pocket park development, or ICW access point development.*

- *P&R will work with Finance and Administration to place the elements of the Plan into a priority order within the CIP.*

P4.G2.O2

02 – Implement the Park Study Results

Scope Elements:

- *P&R to evaluate current planned improvements to parks, identify life expectancy of those improvements, and determine long-term CIP impacts.*
- *Evaluate the feasibility of developing a pocket park program*
 - *Research best practices for pocket parks (location criteria, size, types of amenities, demographics, etc.)*
 - *Inventory vacant/underutilized parcels across the City for eligibility of pocket park development*
 - *Evaluate cost of development and maintenance, environmental concerns, safe access by sidewalk or urban trail, and proximity to major/regional park.*
 - *Review proof-of-concept with the Council to determine the feasibility of moving forward with a pocket park development plan. If approved, then:*
- *P&R will work with Finance and Administration to place the elements of the Plan into a priority order.*
- *P&R will work with Finance and Administration to develop an implementation strategy, determining scheduling and funding of elements of the Plan.*
- *A draft Plan will be presented to Council for discussion.*
- *Implementation will be through the City's CIP and/or annual operational budget.*
- *The Plan will be updated every five (5) years to determine changes in demographics, available park elements, and park utilization.*

SP5 – Review the Code of Ordinances.

As the Code of Ordinances affects a wide range of city elements, it could effectually be placed under any of the four Priorities identified in the Strategic Plan. However, the project should be placed under Priority 1 Quality of Life, as the definition of that priority is the broadest. More specifically, P1 contains the following:

- Goal 2: Sustain and improve community character and a diversity of neighborhoods.
 - Objective 1: Update land development regulations to support the community's desired character, intensity and mix of uses.
 - 01 – Update the Comprehensive Plan (100%)
 - 02 – Update the Land Development Code (100%)

Propose adding the following one project:

P1.G2.O1

03 – Update the Code of Ordinances

Note: This project is envisioned to be multi-year, due to the size of the City's Code of Ordinances, and cross-departmental impact of numerous codes/sections.

Scope Elements:

- The CA and Clerk will research methodologies and prioritization for updating Codes, including use of an outside consultant/facilitator.
- Review of methodologies and anticipated project timeframe with Council and staff.
- Develop appropriate project management structure based on methodology selected.

SP6 - Develop and implement a comprehensive communication strategy and a resident advocacy program.

Priority 2 – Public Safety already sets the framework for additional initiatives requested by Council. More specifically, P2 contains the following:

- Goal 1: Ensure the community is safe and feels secure.
 - Objective 1: Identify and develop processes to utilize public safety resources in the most efficient and effective manner.
 - 01 – Maintain and Improve Sidewalks, Crosswalks, Lights and ADA Access (0%)
 - 02 – Develop a Visitor Communication Plan (100%)

Propose adding the following one project:

P2.G1.O1

04 – Develop a Communication Strategic Plan:

Note: Council has already provided input on a draft Communications Plan. It is envisioned that the Communications Plan would be an element of the overall Strategy, along with the Resident Advocacy Plan.

- *The Communications Division (CD) to develop a comprehensive Communications Strategic Plan, with several parts:*
 - *A Communications Plan, focusing on how we communicate with the public for regular operational issues*
 - *A Resident Advocacy Plan, focusing on “RESIDENT ENGAGEMENT”*
 - *Recommendations for new technology to track communication with the public across the organization*
- *CD will review the draft Communications Plan from M. Bono with City Council and discuss next steps for parts 2 and 3 (Resident Advocacy and Technology).*
- *CD will work with Finance and Administration to place the elements of the Strategy into a priority order, factoring in ease/complexity of purchase/implementation/hiring, external department support availability, and immediacy/need for compliance (i.e., state mandate, expiring warranty/support, etc.).*
- *CD will work with Finance and Administration to develop an implementation strategy, determining scheduling and funding of elements of the Strategy.*
- *A final draft Strategy will be presented to Council for discussion.*
- *Implementation will be through the City’s CIP and/or annual operational budget.*
- *The Strategy will be updated every five (5) years to determine updates based on resident feedback, changes in technology, immediacy/need for compliance, and/or best practices.*

[illegible]

P3 Projects	7
Complete	4
50-99%	2
0-49%	1

FY 2022				FY 2023				FY 2024				FY 2025			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

[illegible][illegible][illegible][illegible]

Project Notes
4/23 - CRA Coordinator completed the development of a beautification/façade grant that went live on the City's website on 1/30/23. City staff continues to process applications and talk to potential applicants. CRA adopted a security grant for the 2025 Fiscal Year.
<i>SP1 - Develop an action plan for revitalizing the downtown area (both public and private</i> 04/23/2025- CRA Coordinator has drafted a P3 Policy that is ready for CRA and City Council approval. The P3 Policy is part of the overall P3 strategy. Staff will use Florida Statute language until an internal policy is finalized approved. Staff is working with Jones Edmunds on the development of the design criteria package that is required by Florida Statute, once this is developed, the document will be ready for procurement review prior to being issued for proposals. Council not interested in selling the property. This will be included in any future negotiations with a potential partner.
<i>SP1 - Develop an action plan for revitalizing the downtown area (both public and private)</i>
<i>SP4 - Improve Community Vibrancy by Leveraging Under-Utilized Resources Such as Boardwalk/Beach, Intracoastal Access Points, Parks, and Connectivity of the Urban Trail</i>
4/23 CRA Coordinator in coordination with Parks and Public Works staff has identified all downtown maintenance tasks, costs, and frequencies and has developed a detailed maintenance plan that was adopted by the CRA. Maintenance Plan will be updated as needed. The Downtown CRA Plan was amended to allow CRA funds to be spent on maintenance of CRA investments. Staff is continuing to develop maintenance plans for all new projects in the downtown, in conjunction with the appropriate departments.
4/23/2025 - Staff is in various stages with the implementation of individual downtown projects that support the downtown vision plan. Projects include: new bike racks, trash cans, bollards and seating, updating latham plaza, the art master plan, and custom signage. Latham Plaza is in conceptual design 2.0. The third mural has been completed on the new dumpster enclosure at the Pier Parking Lot. The Art committee is planning three more local murals on restrooms. Latham Plaza construction documents for Phase 1 are being completed now, then will be issued for bid. Phase 1 will include the Western 1/3 of the parcel. Pier entryway art is on hold until phase 1 of the parkin lot project is nearing completion. Phase 1 of the pier parking lot project will be complete by 4/26.
<i>This project is complete.</i>
4/23/2025- Project kicked off following the onboarding of the new full time Planner. Examples from other cities have been reviewed for best practices and ideas. Template has been created. Work will be completed following adoption of the updated Land Development Code to ensure changes are reflected.
04/23/2025 - P&D has incorporated the establishment of incentives into the update of the Comprehensive Plan and Land Development Code. Both ADOPTED. Project COMPLETE
<i>SP1 - Develop an action plan for revitalizing the downtown area (both public and private)</i>
<i>SP1 - Develop an action plan for revitalizing the downtown area (both public and private)</i>

CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Molly Alleger, City Clerk
DATE:	June 9, 2025
SUBJECT:	Florida League of Cities Policy Committees

BACKGROUND

The Florida League of Cities' (FLC) policy committees set the legislative platform for the League and Florida's 411 municipalities. The Council, through resolution, adopts the priorities of the FLC as priorities for the City of Jacksonville Beach.

This item is to determine which elected officials would like to serve on a committee, and keep our representatives from requesting the same committee appointments. Ideally, there will be representation on each committee, either elected, staff, or both. Attached is the FLC official "Policy Process" sheet with descriptions of each committee, as well as the upcoming meeting dates and locations for FY25 and FY26. Each Council Member will be responsible for registering through their account on the FLC website. The chart below lists the elected officials and the respective committees they served for FY25:

Legislative Committees:	Elected Official:	Staff Representation:
Development, Code Compliance, and Redevelopment	Dan Janson	Heather Ireland
Finance and Taxation	Fernando Meza/John Wagner	Molly Alleger
Intergovernmental Relations, Mobility, and Emergency Management	Greg Sutton	
Municipal Operations	Sandy Golding	Mike Staffopoulos
Utilities, Natural Resources, and Public Works	Bill Horn	Dennis Barron

FINANCIAL IMPACT

Travel Costs will be associated for the three meeting dates in the fall, which are accounted for in the FY25 and FY26 budgets.

COUNCIL DIRECTION REQUESTED

Determine which elected officials will participate in the FLC Policy Committees for FY25/FY26.

ATTACHMENTS