

Older Draft

**PROPOSED AMENDMENT TO THE CITY OF JACKSONVILLE CHARTER
CREATING A STRATEGIC PLANNING COMMISSION**

I. GENERAL

A Strategic Planning Commission of the Consolidated City of Jacksonville is established to develop and monitor the progress and implementation of a strategic plan for the Consolidated City, its agencies, divisions and independent authorities, after seeking advice and input from citizens, community leaders and representatives of the city government and its departments and autonomous units.

II. PURPOSE OF THE STRATEGIC PLAN

To assure coordination and uniformity of mission and strategic goals of the Mayor, City Council, School Board, constitutional officers, independent authorities and all other divisions and agencies of the consolidated government necessary to the implementation of major initiatives that transcend terms of office and provides maximum benefits for the health, welfare and economic prosperity of all citizens and sectors of the Consolidated City of Jacksonville.

III. MEMBERSHIP (*we discussed adding qualifications and should they be paid members*)

The Strategic Planning Commission shall consist of the following members:

- Five (5) at Large Members of the City Council.
- The Chief Financial Officer (CFO) and the Chief Administrative Officer (CAO) of the City of Jacksonville, with the CFO serving as the Chairman of the Commission.
- The Superintendent of Duval County Public Schools or his or her chief assistant, as designated by the Superintendent.
- The Sheriff of the City of Jacksonville or his chief assistant, as designated by the Sheriff.
- One person appointed by the President of the City Council to represent the interests of the river and the environment.
- One person appointed by the Mayor as a representative of the interest of children

IV. ADVISORY COMMISSION

Definition: The Advisory Commission shall..... during the development of the Strategic Plan

- The President of the Chamber of Commerce who shall serve as Chairman of the Advisory Commission

- One person appointed by the Mayor as a representatives of the arts and culture of the City of Jacksonville.
- The mayors of the Town of Baldwin, the City of Jacksonville Beach, the City of Neptune Beach and the City of Atlantic Beach
- The Chairman of the Board of JEA, the Board of the Jacksonville Port Authority, the Board of the Jacksonville Airport Authority, the Board of the Jacksonville Transportation Authority and the Board of the Jacksonville Housing Authority.
- The Chair of the Board of the Kid's Hope Alliance
- The Director of the Florida Department of Health in Duval County
- One CPAC member selected by the Chairs of the CPAC Advisory Committee
- The President of the University of North Florida, Edward Waters College, Jacksonville University and Florida State College at Jacksonville.
- The Chair of the Board or the President of the Urban League
- The President of the Jacksonville Chapter of the NAACP
- The Executive Director of the Regional Planning Commission
- The Chief Executive Officer of the Nonprofit Center of Northeast Florida
- One appointment by the Commander of Navy Region Southeast
- A representative of an organization who can speak on behalf of a racial demographic shall be added to the Advisory Committee of the Strategic Planning Commission when the racial population reaches 5% of the population of Duval County according to the most recent decennial census.
- The Chair of the Strategic Planning Commission may appoint up to 5 additional members to assure diversity and inclusive membership of all major stakeholders and interests of the Consolidated City of Jacksonville.

V. THE WORK OF THE COMMISSION IN ESTABLISHING THE STRATEGIC PLAN

Implementation

The first meeting shall be called to order by the City Council President and the Mayor of the City of Jacksonville, jointly. The first order of business will be the creation of a governing document and rules of order. Finally, the Commission shall commence the process of hiring an executive director.

The Commission shall convene a special public meeting for the purpose of presenting their findings, recommendations, and strategic plan nine (9) months following the convening of the commission for the purpose of creating the strategic plan.

The Commission shall conduct research, and receive input from the public through outreach, pop up events, town hall meetings, community conversations, hearings or otherwise community engagement events, to identify and assess the strengths, weaknesses, opportunities, and threats to the residents, businesses, and stakeholders within Jacksonville

VI. REQUIRED MEETINGS OF THE COMMISSION

- a. The Commission shall conduct research, and receive input from the public through hearings or otherwise, to identify and assess the strengths, weaknesses, opportunities, and threats to the residents, businesses, and stakeholders within Jacksonville related to the following focus areas, at a minimum:
 - a) Quality of life, but not limited to
 - b) Neighborhoods;
 - c) Minorities;
 - d) St. John's River;
 - e) Education;
 - f) Business, industry, and commerce;
 - g) Health care and a healthy community;
 - h) Current and future infrastructure;
 - i) Government;
 - j) Social services

VII. TIME PERIODS FOR CREATION OF THE STRATEGIC PLAN AND SUBSEQUENT REVIEW AND REINACTMENT

The founding report will take 9 months to complete and will be adopted by June 15, 2022

The strategic plan shall be continuous, but established for a term of ten (10) years.

An annual review and assessment shall be conducted and approved by City Council.

It will be reviewed and modified every ten (10) years.

VIII. MONITORING, IMPLEMENTATION AND OVERSIGHT

At a minimum, the strategic plan will include:

- a) a vision statement;
- b) mission statement for Jacksonville;
- c) citywide overarching goals;
- d) analysis of the areas of focus and how they are incorporated into the strategic plan;
- e) a broad financial plan;
- f) enumerated goals and timeline on the achievement of the overarching goals;
- g) process and procedure for annual performance reviews that account for meaningful and measurable outcomes;
- h) a separate, detailed statement outlining and explaining how each entity represented on the Commission will address the areas of focus.
- i) ***Others we discussed: challenge of sustainability, indicates metrics, identify outcomes***

The annual report shall contain:

Annual Report and the use of dashboards to keep the community engaged and informed.

Sustainability of the Plan

It shall be the responsibility of the Commission to maintain and establish its membership in accordance with the provisions of this section.

Methods for input

IX. STAFFING

- Authority to employ an Executive Director, staff and an outside consultant as deemed necessary.
- *(Insert threshold for paying the consultant – use retainer? Need approval?)*

Sample Ordinance Code language...

Executive Director and other employees.

The Tourist Council shall select for employment by the City an Executive Director. The Executive Director, or the Tourist Council in the absence of an Executive Director, shall have the authority to select for employment by the City an Administrator and such other persons as deemed necessary to assist the Tourist Council in performing its functions and duties pursuant to this Chapter, Chapter 666, Ordinance Code, and F.S. § 125.0104, as amended. The Tourist Council shall establish the Executive Director and Administrator's job duties and compensation, in consultation with the Employee Services Department, which compensation shall be paid from lawfully appropriated funds available to the Tourist Council in City Council approved budget. The Executive Director's qualifications shall include without limitation preferred prior experience in the tourism industry, and a candidate shall have obtained a bachelor's degree or higher from an accredited college or university. The Executive Director shall manage the Tourist Council's affairs under this Chapter subject to the Tourist Council's supervision. For employee management purposes (e.g., timesheets and leave approvals), the Council President (i.e., the Tourist Council chairman) shall be the immediate supervisor of the Executive Director. The Executive Director shall be the immediate supervisor of the Administrator and other employees, if any, hired to assist the Tourist Council. The Executive Director, the Administrator and all other employees hired to assist the Tourist Council are hereby classified as persons employed as set forth in Section 17.06(cc) of the City Charter and shall be exempt from the Civil Service System of the City. The Tourist Council shall budget annually and pay for the salaries, benefits, office expenses and other administrative costs associated with the operations of the Tourist Council in accordance with its Council approved budget. All Tourist Council employment matters shall be handled with assistance from the City's Employee Services Department and be consistent with the City's human resource policies and requirements. The Executive Director and Administrator shall serve at the pleasure of the Tourist Council.

CEO; Qualifications; Contract Execution.

The Board shall select and employ a CEO. The Board shall establish the CEO's duties and compensation, which compensation shall be paid from lawfully appropriated funds available to the Board. The CEO shall manage KHA affairs under this Chapter subject to the Board's supervision. The CEO's qualifications shall include progressively responsible experience in operating, managing and administering a business, agency or non-profit organization. A CEO candidate must have obtained a bachelor's degree or higher from an accredited college or university. The CEO will determine, in conjunction with the Board, effective program design and approve expenditures. Board may authorize the CEO to execute contracts and other documents on the Board's behalf.

X. FUNDING

Provision of budget items must relate to the strategic plan and allow for emergency measures and how to challenge an item in the plan.

- a. The Commission is authorized to and shall direct the expenditure of all funds annually budgeted and appropriated to fund the Jacksonville Strategic Planning Commission and services and programs related thereto.
- b. The Commission shall be funded, on an annual basis, in an amount sufficient to carry out its purpose.
- c. The Commission is authorized to file applications for federal, state, and privately funded grants.
- d. The Commission shall employ and fix the compensation of an executive director who shall manage the affairs of the Commission subject to its supervision.

XI. RECOMMENDATIONS:

Amend the Charter to create the Jacksonville Strategic Planning Commission charged with the purpose of unifying the goals of local government, the business community, and other stakeholders in the City of Jacksonville for the purpose of establishing a unified, long-range, strategic plan for the City of Jacksonville. This plan shall be an evolving document and serve as the governing document to which the government of the City, the business community, residents, and all stakeholders turn when seeking guidance regarding the future growth of the City of Jacksonville. (IM)(PI)

NOTES:

1. Add to Charter
2. \$250k Initial need to get started then Exec Director to identify on their own.
3. Create Office and function of ex dir office

