



CITY OF WINTER GARDEN

OFFICE OF THE CITY CLERK

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CITY COMMISSION STRATEGIC PLANNING WORKSHOP MINUTES

July 11, 2009

A **WORKSHOP** of the Winter Garden City Commission was called to order by Mayor Rees 8:30 a.m. at City Hall Commission Chambers, 300 West Plant Street, Winter Garden, Florida.

Present: Mayor John Rees, Commissioners Harold L. Boulter, Bob Buchanan, H. Gerald Jowers, and Colin Sharman (arrived at 8:10 a.m.)

Also Present: City Manager Mike Bollhoefer, City Attorney A. Kurt Ardaman, City Clerk Kathy Golden, Public Services Director Don Cochran, Police Chief George Brennan, Finance Director Robin Hayes, Fire Chief John Williamson, Information Technology Director Bob Reilly, Human Resources Director Frank Gilbert, Recreation Director Jay Conn, Community Development Director Tim Wilson, Economic Development Director Dolores Key, Community Relations Manager Andrea Vaughn, Business Analysts Nicole Stout and Marc Hutchinson, and Building Official Skip Lukert

Mr. Thomas Wilson, Ph.D., President of the National Research Center, Inc. facilitated the workshop to develop a strategic plan for the City of Winter Garden, Florida. He noted that the initial areas were identified in a resident survey, key leader interviews (elected officials and business leaders), resident focus groups in all districts, and a town hall meeting with residents. The City Commission discussed, with key staff's input, the following tentative components for a strategic plan for the City.

Tentative Mission Statement

Winter Garden provides the highest quality services and safe community feel of a welcoming town, while honoring its history and providing varied recreational, business, educational and housing opportunities for diverse families and individuals.

Tentative Vision Statement

Winter Garden will be a city sought by businesses, visitors, and residents, while growing according to a plan that protects residents' sense of community and respects and maintains the history and small town feel that is has today.

Tentative Goals

- ◆ Encourage a sustainable thriving economy that maintains a prosperous business community and good jobs for people with different kinds of skills
- ◆ Create and maintain a network of highways, roads, and transportation alternatives that make uncongested links to all parts of Winter Garden
- ◆ Aim police presence at property and personal crimes to ensure that residents feel safe in all parts of Winter Garden, day or night
- ◆ Keep the city and its gateway corridors attractive and clean
- ◆ Protect the history and small town character of Winter Garden to maintain its sense of Community
- ◆ Provide facilities and programs for recreation, arts and culture that help to keep residents and visitors active and healthy
- ◆ Protect the natural environment and enhance green spaces
- ◆ Maintain a high quality network of services and infrastructure for all of Winter Garden
- ◆ Elevate the quality of K-12 public education and broaden opportunities for advanced adult learning

Tentative Strategies

Sense of Community

- Maintain the small town atmosphere of Winter Garden
- Preserve the history of Winter Garden
- Develop a strong community identity for Winter Garden
- Provide opportunities to all areas to encourage social engagement and connection with non-profits and religious organizations
- Provide opportunities for public participation input and civic engagement
- Increase community cohesion
- Promote businesses

Thriving Economy

- Create a vibrant, thriving downtown
- Revitalize commercial areas in the city
- Make Winter Garden a place to work as well as live
- Make Winter Garden a place to “play”
- Market Winter Garden as a destination for recreational activities
- Build on the presence of the West Orange Trail
- Cultural
- Culinary

Attractive Community

- Redevelop Highway 50, Dillard Street, and Plant Street as attractive gateways to the city
- Develop and/or enforce codes consistently throughout the town, with special attention to dilapidated commercial / residential areas
- Ensure a sustainable downtown

