



**City of Palm Coast**  
**Agenda**  
**CITY COUNCIL SPECIAL**  
**BUDGET WORKSHOP**  
**IMMEDIATELY**  
**FOLLOWING THE SPECIAL**  
**BUSINESS MEETING**

City Hall  
160 Lake Avenue  
Palm Coast, FL 32164  
www.palmcoastgov.com

*Mayor David Alfin*  
*Vice Mayor Eddie Branquinho*  
*Council Member Ed Danko*  
*Council Member Nick Klufas*

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**Tuesday, March 22, 2022**

**9:00 AM**

**COMMUNITY WING**

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**City Staff**

**Denise Bevan, City Manager**  
**Neysa Borkert, City Attorney**  
**Virginia A. Smith, City Clerk**

- Public Participation shall be in accordance with Section 286.0114 Florida Statutes.
- Other matters of concern may be discussed as determined by City Council.
- If you wish to obtain more information regarding the City Council's agenda, please contact the City Clerk's Office at 386-986-3713.
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- City Council Meetings are streamed live on YouTube at <https://www.youtube.com/user/PalmCoastGovTV/live>.
- All pagers and cell phones are to remain OFF while City Council is in session.

**A CALL TO ORDER**

**B PLEDGE OF ALLEGIANCE TO THE FLAG**

**C ROLL CALL**

**D PRESENTATIONS**

- 1 PRESENTATION-LOCAL AND REGIONAL ECONOMIC CONDITIONS**
- 2 PRESENTATION-STRATEGIC ACTION PLAN EVALUATION RESULTS**
- 3 PRESENTATION - 10 - YEAR ANNUAL CIP UPDATE**

**E ADJOURNMENT**

# City of Palm Coast, Florida Agenda Item

Agenda Date: March 22, 2022

<b>Department</b> CITY ADMINISTRATION	<b>Amount</b>
<b>Division</b>	<b>Account</b>
	<b>#</b>
<b>Subject</b> PRESENTATION-LOCAL AND REGIONAL ECONOMIC CONDITIONS	
<b>Presenter: Dr. Albert Loh, Director of Local Economic Indicators Project, Goggin College of Business at UNF</b>	
<p><b>Background :</b> As a result of the partnership with UNF Mednexus initiatives, staff has been welcomed to higher education networking to enhance the City's vision. Chung-Ping (Albert) Loh is the Associate Dean of Faculty, Administration, and Research in the Coggin College of Business, Director of Local Economic Indicators Project (LEIP), and Professor of Economics at UNF. Dr. Loh holds a Ph.D. in Economics from the University of North Carolina at Chapel Hill. He has taught Health Economics and Policy, Econometrics, Business and Economics Statistics, Managerial Economics, Intermediate Microeconomics, Principles of Microeconomics, Economics of Business Decision, and Making Decision with Data. His research interests include the economic modeling of health behavior, health care utilization, and health outcome, cost and benefit analysis, program evaluation, health tourism, and other applied microeconomics topics. He is an active faculty member in the International Business Program and has led numerous Study Abroad trips over the years. Prior to his current position, he was the chairperson of the Department of Economics and Geography from 2016-2021.</p> <p>The Local Economic Indicators Project (LEIP) aims to become a one-stop shop for business and economic data and provide assessment of the economic performance of the local economy in Jacksonville, Florida. LEIP service offers useful information for business leaders and government officials.</p> <p>Founded by Dr. Paul M. Mason, formerly an economics professor at the University of North Florida, LEIP's main function is the collection of data from all over the Jacksonville area. These data allow us to analyze price changes in order to measure inflation, adjust unemployment rates for seasonality, report stock price changes, and produce an index of leading indicators; to facilitate comparing our local numbers with similar numbers nationwide. Dr. Albert Loh joined the program in 2013 to enhance the economic forecasting. In 2016, Dr. Loh took over as the program director after Dr. Mason retired from UNF.</p> <p>In addition to continuously collecting monthly economic data, the LEIP research team has been working on updating the construct of the economic variables to better reflect the changing business landscape and consumer demand in the local market. Additional effort has also been invested recently in developing measures focusing on health care economy in the greater Jacksonville area.</p>	

The presentation from Dr. Loh will be available at the Special Workshop.

**Recommended Action:**  
**PRESENTATION ONLY**

# City of Palm Coast, Florida Agenda Item

Agenda Date: March 22, 2022

<b>Department</b>	CITY ADMINISTRATION	<b>Amount</b>
<b>Division</b>	COMMUNICATIONS & MARKETING	<b>Account #</b>
<b>Subject</b>	PRESENTATION-STRATEGIC ACTION PLAN EVALUATION RESULTS	
<b>Presenter:</b>	Lauren Johnston, Chief of Staff	
<b>Background:</b>	<p>On an annual basis, staff coordinates an evaluation of the Strategic Action Plan to ensure that the fiscal year adopted Focus Areas and Priorities continue to align with City Council's Vision. As part of this process, staff conducts a one-on-one interview session with each Council Member to discuss the following key areas.</p> <ul style="list-style-type: none"><li>- Discuss existing Focus Areas, Priorities, and direction moving forward</li><li>- Discuss Strategic Action Plan process and next steps</li><li>- Discuss City's Long Term Vision, Mission, and Values</li></ul> <p>After the interview step, staff consolidates feedback, evaluates consistency with the Strategic Action Plan, and provides a deliverable that compares feedback to adopted Focus Areas and Priorities. The referenced deliverable is provided as part of this agenda item.</p> <p>Staff requests that City Council review the feedback received during the interview sessions and come prepared to discuss amending based on the collective direction. The noted action to consider is as follows.</p> <ul style="list-style-type: none"><li>- Reaffirm City's Long Term Vision, Mission, and Values</li><li>- Reaffirm the Focus Area and/or Priority to keep and/or amend for next fiscal year</li><li>- Remove or add a Focus Area and/or Priority</li></ul> <p>A second workshop will be conducted on April 26<sup>th</sup> to review and discuss changes applied from this workshop. A Resolution and Exhibit A will be provided at that time.</p>	
<b>Recommended Action :</b>	<b>PRESENTATION ONLY</b>	

# City of Palm Coast, Florida Agenda Item

Agenda Date: March 22, 2022

<b>Department</b>	CONSTRUCTION MANAGEMENT & ENGINEERING	<b>Amount</b>
<b>Division</b>	STORMWATER	<b>Account #</b>
<b>Subject</b>	PRESENTATION – 10-YEAR ANNUAL CIP UPDATE	
<b>Presenter: Carl Cote, Director of Stormwater &amp; Engineering</b>		
<b>Background :</b> This item is to provide City Council with an annual update to the 10-Year Capital Improvement Plan for all funds except Stormwater & Utility. This plan is presented to City Council to identify current strategy and vision to meet City Council's goals, objectives and priorities as well as to satisfy infrastructure needs due to age, growth or regulation.  This would be Council's opportunity to align the vision with the Strategic Action Plan.		
<b>Recommended Action :</b> <b>PRESENTATION ONLY</b>		