

ROBERTA M. CORREA
MAYOR - COMMISSIONER

TAMMIE McCASKILL
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

WILL JONES
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



TROY BELL, ICMA-CM
MPA, MS-Finance
CITY MANAGER

JANE WEST, ESQ.
CITY ATTORNEY

SUNNI L. KRANTZ, CMC
CITY CLERK

MARCIA G. CARTY, CPA
MS-Taxation
FINANCE DIRECTOR

JASON L. SHAW, SR
CHIEF, POLICE DEPT.

CHRIS TAYLOR
CHIEF, FIRE DEPT

AGENDA
CITY COMMISSION WORKSHOP
June 14, 2024 at 9:00 AM

1. CALL TO ORDER

- a. Special Called Workshop Notice
- b. Invocation
- c. Pledge of Allegiance
- d. Roll Call

2. PUBLIC COMMENTS

- a. **Public Comments** - (Speakers limited to three minutes - no action taken on items)

3. DISCUSSION ITEMS

- a. City of Palatka Strategic Goals and City Manager's Goals

4. ADJOURN

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Regular meetings 2nd and 4th Thursdays of each month at 6:00
PM

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May 29, 2024

TO COMMISSION MEMBERS: TAMMIE MCCASKILL; JUSTIN R. CAMPBELL, SR.; WILL JONES; AND RUFUS J. BOROM

YOU ARE HEREBY NOTIFIED a special called workshop of the Palatka City Commission is hereby called to be held on June 14, 2024 at 9:00 AM at City Hall, 201 N. 2nd St., Palatka, FL 32177. The purpose of the workshop is to set goals for the City Manager.

Please govern yourselves accordingly.

Roberta M. Correa
Mayor

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THE PALATKA CITY COMMISSION WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING WILL NEED A RECORD OF THE PROCEEDINGS, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. FS 286.0105

PERSONS WITH DISABILITIES REQUIRING ACCOMMODATIONS IN ORDER TO PARTICIPATE IN THIS MEETING SHOULD CONTACT THE CITY CLERK'S OFFICE AT 329-0100 AT LEAST 24 HOURS IN ADVANCE TO REQUEST ACCOMMODATIONS.

Staff report:

The purpose of this report is to propose a process for setting strategic goals for the city and subsequently establishing specific performance goals for the City Manager that align with these strategic objectives. This structure approach ensures that the City Manager's performance is evaluated based on his contribution towards achieving the city's goals. We cannot accurately or appropriately evaluate performance without first establishing strategic goals.

Adhere to Industry Standards

It is recognized that setting four primary goals is considered an industry standard. This standard is supported by best practices in strategic planning, which emphasize focus and clarity. Setting a manageable number of goals ensures that efforts and resources are concentrated effectively, leading to better outcomes and more efficient use of city resources.

Step 1: Setting Strategic Goals for the City

- Each commissioner will write down four goals that they desire to see in providing advancement to the city.
- The Commission will then come together and share their goals for the City and then decide on four goals they want to see achieved.
- These goals should also be reflected in the city budget.

The goals set by the commission should be clearly defined and measurable as well.

Prioritize Goals

- Rank the strategic goals based on urgency, impact, and feasibility. (Short term goals Vs. Long term goals)
- Develop a time frame accordingly.

Step 2: Setting Performance Goals for the City Manager

- Ensure each goal for the City Manager is directly related to one or more strategic goals of the city.
- Establish specific, measurable, achievable, relevant, and time-based (SMART) goals.

Performance Criteria

- Establish key performance indicators (KPIs) for each goal.

- Schedule regular progress reviews to assess achievements and address any challenges.
- Provide feedback and support to the City Manager to facilitate goal attainment.
- Meet one on one with the city manager so they can gauge progress and commissioner satisfaction.

Conclusion

By setting strategic goals for the city and aligning the City Manager's performance goals with these objectives, the commission can ensure a cohesive and focused approach to city development. This process will not only provide clear direction for the City Manager but also foster accountability and transparency in achieving the city's vision.

Recommendations

1. Develop and approve specific strategic goals for the city.
2. Develop and approve specific performance goals for the City Manager aligned with the strategic goals set for the city.



SMART GOAL WORKSHEET

When working on smart goals please remember they must be:

Specific: Choose an actual task or responsibility to be performed by the employee. The task/responsibility should be clear and easy to understand.

Measurable: You must choose the appropriate measurement for defining each employee's task/responsibility.

Quantity: The number, rate, amount, margin, percentage, of the product or service that is expected to be accomplished when the employee performs the task.

Quality: The Characteristics of the task performed.

Time: The period, duration or term involving the task or responsibility.

Cost: The budget and financial allocations designed for the task or responsibility.

Achievable: Can this task/responsibility be accomplished or completed by the employee?

Ask the following questions:

1. Does the employee have knowledge, experience, and skills for the task?
2. Does the employee understand and know the planning and steps it takes to get the task done?
3. Can the employee manage the scope of the task?
4. Does the employee have the necessary resources for the task?
5. Is the task realistic enough to attain success within the agreed upon time frame?

Relevant: Does the employee's task/responsibility directly contribute to the mission/goals of the department and the City of Palatka.

Time-Based: There should be a clear timeframe, deadline, or other time-based expectations when the action, activity or behavior will take place.



City Of Palatka Goals Worksheet

Organization Name: _____ Date: _____

1. Goal:

2. Goal:

3. Goal:

4. Goal:

I have read and understand the goals as outlined by the Commission for the City of Palatka.

City Manager's signature: _____ Date: _____



City Manager's Goals Worksheet

City Manager's Name: _____ Date: _____

1. Goal:

2. Goal:

3. Goal:

4. Goal:

I have read and understood my goals.

City Manager's signature: _____ Date: _____