

CITY COUNCIL WORKSHOP

MAYOR

Shirley Sessions

CITY COUNCIL

Barry Brown, Mayor Pro Tem

John Branigin

Jay Burke

Nancy DeVetter

Spec Hosti

Monty Parks



CITY MANAGER

Dr. Shawn Gillen

CLERK OF COUNCIL

Jan LeViner

CITY ATTORNEY

Edward M. Hughes

CITY OF TYBEE ISLAND

**CITY COUNCIL WORKSHOP
AGENDA
August 05, 2020 at 3:30 PM**

Call to Order

Items for Consideration

- 1 Discussion: Strategic Work Plan

Adjournment

Individuals with disabilities who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities are required to contact Jan LeViner at 912.472.5080 promptly to allow the City to make reasonable accommodations for those persons.

File Attachments for Item:

Discussion: Strategic Work Plan



Tybee Island

**CITY OF TYBEE ISLAND
STRATEGIC PLAN**

08/04/2020

Powered by

Vision

"As concerned citizens of The City of Tybee Island, we will be conscientious stewards of our unique historic and cultural heritage, environmental resources, and diverse economic community. We will also ensure that our growth does not exceed the Island's carrying capacity. We will foster a vibrant, year-round economy and support our business community in its goal to provide quality services and facilities for both residents and visitors. We will provide increased recreational and educational opportunities for all age groups to promote Tybee Island as a family-friendly, four-season vacation destination, while enhancing the distinctive atmosphere of our Island life."

Values

Development Patterns	Community Preservation	Sustainability	Community	Governmental/Intergovernmental Coordination
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Focus Area





Organizational Goal




2019

2020

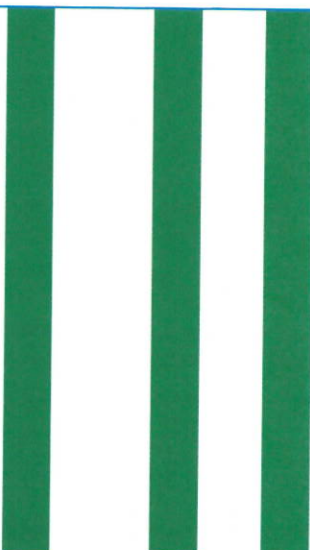

2021

2022

Transparency	Align decision, policies and practices with mission and values of the master plan and create platforms to communicate the plan and City activities to our residents. by 31st Dec 2020			
Community Enhancement	Protect our natural, cultural and economic resources, to enhance opportunities to develop and maintain needed services and amenities for residents and visitors. by 1st Jan 2021			
Infrastructure	Meet the immediate, short term, and long term needs of residents, staff and visitors. by 1st Jan 2022			
Financial Stability	Remain prudent stewards of City financial resources and assets while providing quality public services. by 1st Jan 2021			

Disaster Preparedness	Develop a short term and long term resiliency plan to include storm preparedness and infrastructure investment that allows the City to quickly recover from natural or man-made disasters. by 31st Dec 2022	
Staff & Operations	Provide effective and efficient services. Make Tybee Island a premier place to work. Focus on excelling in customer service. by 1st Jan 2021	
Policy Development	Ensure a transparent and efficient policy process that engages the residents, city council, and staff. by 1st Jan 2021	

	<p>Better Parking Technology by 30th Jun 2020</p> <p>Continue to operate parking application for smart phones to notify people of available parking. Work with Tybee Tourism Council to promote this application. Record data from application to track trends in parking usage by 30th Jun 2021</p> <p>Develop a parking fee structure that maximizes income opportunities based on peak season and times by 30th Jun 2020</p> <p>Identify appropriate areas and types of additional parking facilities, specifically in the North Beach area by 30th Jun 2020</p> <p>Perform a study to identify all of the ROWs that are owned by the City, and develop a parking plan for these ROWs that includes a clear delineation of ROWs where parking is allowed and where it is prohibited, i.e. yellow curb by 30th Jun 2021</p> <p>Review parking rates and determine if demand-based rates could help address peak traffic and parking issues. by 30th Jun 2020</p> <p>Work with churches and school to provide additional parking on peak days, if they so choose by 30th Jun 2020</p> <p>Work with the Coastal Region MPO and GDOT on planned and future improvements, including the exploration of alternative means of transportation on the Island as well as access to and from the Island by 30th Jun 2020</p>	
<p>Historic Preservation</p>	<p>Make Historic Preservation a central tenet of City Projects and staff policy recommendations. Continue with and complete the application to place City Hall on the National Registry of Hoistoric Places by 30th Jun 2021</p>	

<p>Economic Development</p>	<p>Continue the economic development planning for the business district by 30th Jun 2021</p> <p>Continue to implement beautification/facade improvements in the business district through a revolving loan program by 30th Jun 2021</p> <p>Look for regional partners who also benefit from the tourism industry to assist with the cost of improvements to address impact of tourists on island resources. by 30th Jun 2021</p>	
<p>Short Term Council Action Items</p>	<p>Current Council Action Items by 30th Jun 2020</p>	

"AS CONCERNED CITIZENS OF THE CITY OF TYBEE ISLAND, WE WILL BE CONSCIENTIOUS STEWARDS OF OUR UNIQUE HISTORIC AND CULTURAL HERITAGE, ENVIRONMENTAL RESOURCES, AND DIVERSE ECONOMIC COMMUNITY. WE WILL ALSO ENSURE THAT OUR GROWTH DOES NOT EXCEED THE ISLAND'S CARRYING CAPACITY. WE WILL FOSTER A VIBRANT, YEAR-ROUND ECONOMY AND SUPPORT OUR BUSINESS COMMUNITY IN ITS GOAL TO PROVIDE QUALITY SERVICES AND FACILITIES FOR BOTH RESIDENTS AND VISITORS. WE WILL PROVIDE INCREASED RECREATIONAL AND EDUCATIONAL

**OPPORTUNITIES FOR ALL AGE GROUPS TO
PROMOTE TYBEE ISLAND AS A FAMILY-
FRIENDLY, FOUR-SEASON VACATION
DESTINATION, WHILE ENHANCING THE
DISTINCTIVE ATMOSPHERE OF OUR ISLAND
LIFE. ”**

We will foster a vibrant, year-round economy and support our business community in its goal to provide quality services and facilities for both residents and visitors. We will provide increased recreational and educational opportunities for all age groups to promote Tybee Island as a family-friendly, four-season vacation destination, while enhancing the distinctive atmosphere of our Island life.

Development Patterns
No additional details.

Community Preservation
No additional details.

Sustainability
No additional details.

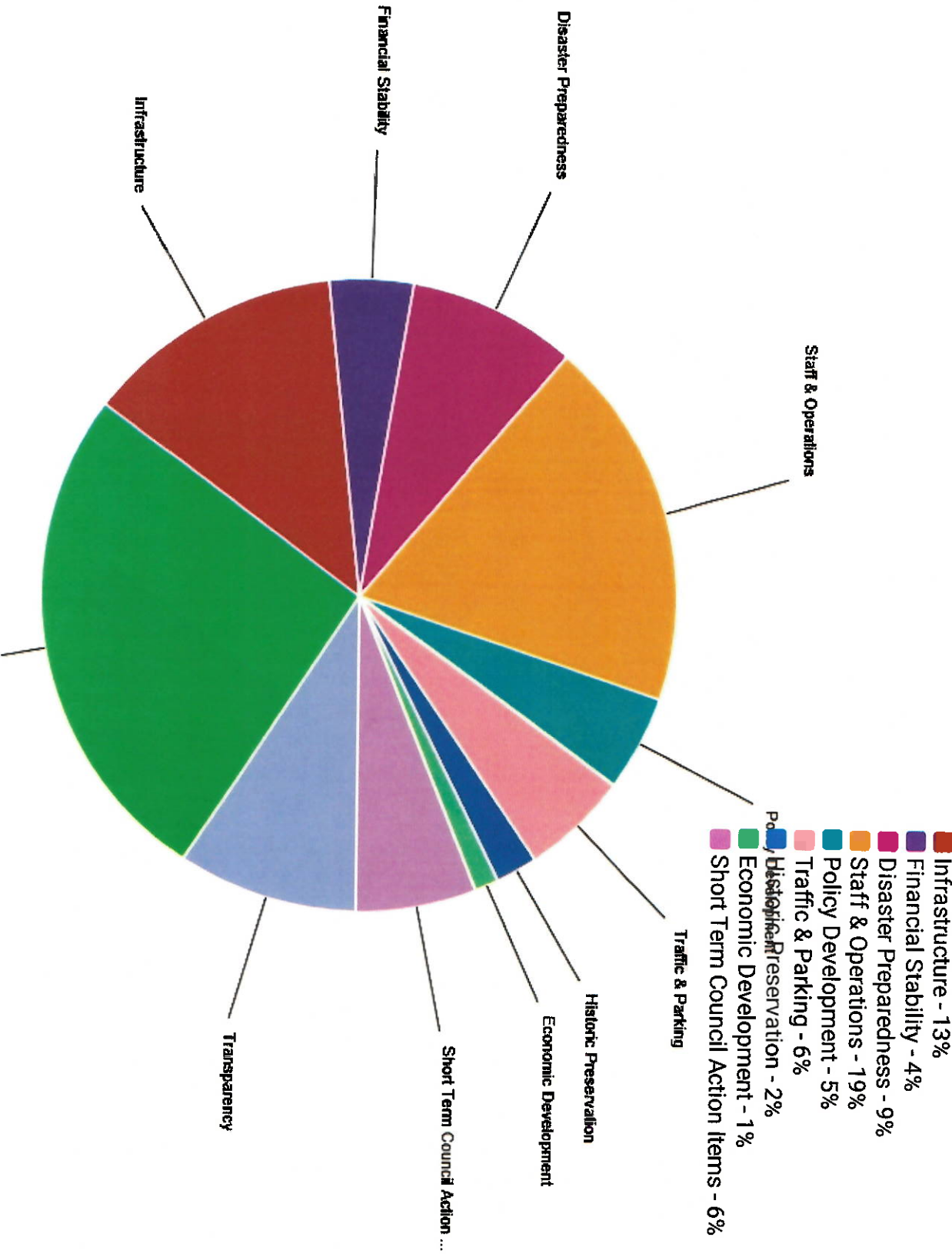
Community
No additional details.

Governmental/Intergovernmental Coordination
No additional details.

FOCUS AREAS

Transparency
Disaster Preparedness
Parking Traffic & Parking Historic Preservation
Short Term Council Action ...

Community Enhancement
Economic Development
Historic Preservation
Financial Stability
Infrastructure
Staff & Operations
Policy Development
Traffic & Parking
Short Term Council Action ...



Community Enhancement

ORGANIZATIONAL GOALS

ALIGN DECISION, POLICIES AND PRACTICES WITH MISSION AND VALUES OF THE MASTER PLAN AND CREATE PLATFORMS TO COMMUNICATE THE PLAN AND CITY ACTIVITIES TO OUR RESIDENTS. BY 31ST DEC 2020 - SHAWN GILLEN

Focus Area Alignment

Transparency

Priority: 6

Contributing Goals

- Develop and communicate a process for ORR by 31st Dec 2020 - Shawn Gillen
 - Explore, expand communication to residents and tourist by 31st Dec 2020 - Shawn Gillen
 - Improve communication with employees on City activities by 1st Jan 2021 - Shawn Gillen
 - Improve information for Mayor and Council by 31st Dec 2020 - Shawn Gillen
 - Simplify Social Media outreach by 31st Dec 2020 - Shawn Gillen
- Utilize a broad spectrum of information dissemination, including traditional hard copy (mailers, newsletters) as well as technology based (website, social media) methods to reach all members of the community; by 30th Jun 2021 - Shawn Gillen

PROTECT OUR NATURAL, CULTURAL AND ECONOMIC RESOURCES, TO ENHANCE OPPORTUNITIES TO DEVELOP AND MAINTAIN NEEDED SERVICES AND AMENITIES FOR RESIDENTS AND VISITORS. BY 1ST JAN 2021 - GEORGE SHAW

Focus Area Alignment

Community Enhancement

Priority: 6

Contributing Goals

Address impacts of short-term vacation rentals by 1st Jan 2022 - Shawn Gillen

Continue to support the four key cultural attractions: Lighthouse Museum, Marine Science Center, Tybee Post Theater, Rivers End Campground, and Tybee Island Maritime Academy (TIMA). by 30th Jun 2021 - Shawn Gillen

Develop a prioritized plan for implementing needed infrastructure improvements by 30th Jun 2020 - Shawn Gillen Peter Gulbranson
Improve Beach Rules enforcement by 1st Jul 2021 - Bob Bryson Shawn Gillen

Increase events and activities for veterans, seniors, families, and children. by 31st Dec 2021 - Shawn Gillen

Keep city properties and land clean and beautiful. by 31st Dec 2021 - Shawn Gillen

Look for regional partners who also benefit from the tourism industry to assist with the cost of improvements to address impact of tourists on island resources. by 30th Jun 2022 - George Shaw Shawn Gillen

Promote and support TIMA, our Lighthouse, our theater, MSC, and the Y. (others?) by 31st Dec 2020 - Shawn Gillen

Promote historic preservation by 31st Dec 2020 - Shawn Gillen

Reduce complaints about residential garbage. by 31st Dec 2020 - Shawn Gillen

Reduce litter on the beach and in public areas by 31st Dec 2021 - Shawn Gillen

Support the ongoing beautification/landscaping of Highway 80 by 1st Jan 2022 - Shawn Gillen

MEET THE IMMEDIATE, SHORT TERM, AND LONG TERM NEEDS OF RESIDENTS, STAFF AND VISITORS. BY 1ST JAN 2022

Focus Area Alignment

Infrastructure

Priority: 6

Contributing Goals

- Address our long-term water sustainability by 31st Dec 2022 - Shawn Gillen
- Advance technology by 31st Dec 2020 - Todd Smith Shawn Gillen
- Continue to maintain/replace as necessary all public works equipment by 30th Jun 2021 - Peter Gulbranson
- Continue to monitor drainage issues in dunes by 30th Jun 2021 - Shawn Gillen Alan Robertson Peter Gulbranson
- Continue water conservation efforts and assess needed upgrades to the system by 30th Jun 2021 - Shawn Gillen Peter Gulbranson
- Identify and prioritize water/sewer lines for improvement by 31st Dec 2020 - Shawn Gillen
- Identify issues with trash removal and work to address those issues. by 30th Jun 2021 - Shawn Gillen
- Increase use of permeable surfaces by 31st Dec 2020 - Shawn Gillen
- Maintain government facilities/buildings by 31st Dec 2021 - Shawn Gillen
- Prioritize roads need paving/repaving by 1st Jan 2020 - Peter Gulbranson
- Purchasing available properties for City Development and Support by 31st Dec 2021 - Shawn Gillen
- Retain residents, attract tourist by 31st Dec 2020 - Shawn Gillen

REMAIN PRUDENT STEWARDS OF CITY FINANCIAL RESOURCES AND ASSETS WHILE PROVIDING QUALITY PUBLIC SERVICES. BY 1ST JAN 2021

Focus Area Alignment

Financial Stability

Priority: 6

Contributing Goals

- Clear & Consistent Reporting by 31st Dec 2020 - Shawn Gillen
- Economic Development by 31st Dec 2020 - Shawn Gillen
- Ensure appropriate management and transparency of contracts by 31st Dec 2020 - Shawn Gillen
- Financial sound, sustainable by 31st Dec 2020 - Shawn Gillen
- Modify and Simplify Purchasing Policy by 31st Dec 2020 - Shawn Gillen
- Review parking and other fines by 31st Dec 2020 - Shawn Gillen

DEVELOP A SHORT TERM AND LONG TERM RESILIENCY PLAN TO INCLUDE STORM PREPAREDNESS AND INFRASTRUCTURE INVESTMENT THAT ALLOWS THE CITY TO QUICKLY RECOVER FROM NATURAL OR MAN-MADE DISASTERS. BY 31ST DEC 2022 - SHAWN GILLEN

Focus Area Alignment

Disaster Preparedness

Priority: 5

Contributing Goals

Beach renourishment by 31st Dec 2020 - Shawn Gillen

Build dunes where needed, add crossovers, address vehicle access area as part renourishment project and the state funded DCA project. Complete the project by May 1, 2019 by 30th Jun 2020 - Shawn Gillen

City Manager shall update the Hurricane Response Plan on an annual basis and conduct two practice table top exercises per year in preparation for the hurricane season. by 30th Jun 2020 - Shawn Gillen

City Manager to work with Mayor to Secure State funding for Phase 2 of Channel Impact Study. by 30th Jun 2021 - Shawn Gillen

Complete sandfencing by 30th Jun 2020 - Shawn Gillen

Develop a plan to make necessary upgrades on all public beach crossovers. by 30th Jun 2020 - Shawn Gillen

Ensure Tybee's Disaster Plan is updated and shared with citizens. by 31st Dec 2020 - Shawn Gillen

Finalize goal for hurricane reserve and draft policy for approval by Council at the June 13th City Council Meeting by 30th Jun 2020 - Shawn Gillen

Financial stability by 31st Dec 2020 - Shawn Gillen

Hazard Mitigation Grant program (house raising) by 1st Jan 2023 - George Shaw

Install backflow preventers on stormwater outfalls as recommended in Sea Level Rise Adaptation Plan. by 30th Jun 2022 - Shawn Gillen Peter Gulbranson

National Fish & Wildlife Foundation Grant to study marsh-side flood prevention by 31st Dec 2021 - Shawn Gillen Alan Robertson

Perform a Reserve Fund Study to determine the amount of reserve funds needed for disaster preparedness and response. by 1st Jan 2021 - Shawn Gillen

PROVIDE EFFECTIVE AND EFFICIENT SERVICES. MAKE TYBEE ISLAND A PREMIER PLACE TO WORK. FOCUS ON EXCELLING IN CUSTOMER SERVICE. BY 1ST JAN 2021 - SHAWN GILLEN

Focus Area Alignment

Staff & Operations

Priority: 6

Contributing Goals

Annual robust performance evaluation by 31st Dec 2020 - Shawn Gillen

Assess number of staff needed and identify any shortfalls by 30th Jun 2020 - Janice Elliott Shawn Gillen

Complete the approved class & comp study including recommendations on implementation plan. by 31st Dec 2020 - Shawn Gillen

Create a positive work environment by 31st Dec 2020 - Shawn Gillen

Cross train employees by 31st Dec 2020 - Shawn Gillen

Develop programs for educating visitors and residents on littering by 30th Jun 2021 - Shawn Gillen George Shaw

Ensure that all City Hall renovations plan for and incorporate the energy efficiency recommendations by 30th Jun 2022 - Peter Gulbranson George Shaw Shawn Gillen

Hire grant manager. by 31st Dec 2020 - Shawn Gillen

Identify issues with trash removal and work to address those issues Provide brightly painted trash cans on the beach between crossovers and explore the opportunity for trash can sponsorships. Develop programs to reduce the amount of trash generated by 30th Jun 2021 - Shawn Gillen Peter Gulbranson

Improve City Hall Office Space by 31st Dec 2020 - Shawn Gillen

Improve Customer Service by 31st Dec 2020 - Shawn Gillen

Improve efficiency by 31st Dec 2020 - Shawn Gillen

Need to create a premiere environment for Staff to work in by 31st Dec 2020 - Shawn Gillen

Reward and recognition for Staff by 31st Dec 2020 - Shawn Gillen

transparency, efficient by 31st Dec 2020 - Shawn Gillen

ENSURE A TRANSPARENT AND EFFICIENT POLICY PROCESS THAT ENGAGES THE RESIDENTS, CITY COUNCIL, AND STAFF. BY 1ST JAN 2021

Focus Area Alignment

Policy Development

Priority: 6

Contributing Goals

Address STVRs. by 31st Dec 2020 - Shawn Gillen

Code Review by 30th Jun 2021 - Peter Gulbranson Alan Robertson George Shaw Shawn Gillen

Consider ongoing/annual strategic planning by 31st Dec 2020 - Shawn Gillen

Development and appropriate use of committees by 31st Dec 2020 - Shawn Gillen

Ensure existing ordinances and policies are easily accessible and easy to understand. by 31st Dec 2020 - Shawn Gillen

Hire a legislative lobbyist by 31st Dec 2020 - Shawn Gillen

Increase and improve engagement with residents. by 31st Dec 2020 - Shawn Gillen

Provide regular strategic planning and review. by 31st Dec 2020 - Shawn Gillen

Review Ordinance/Policy for accuracy, consistency, simplify by 31st Dec 2020 - Shawn Gillen

Update Master Plan/Carrying Capacity by 30th Jun 2021 - Shawn Gillen

BETTER PARKING TECHNOLOGY BY 30TH JUN 2020 - SHAWN GILLEN

Focus Area Alignment

Traffic & Parking

Priority: 6

Contributing Goals

No contributing Goals.

CONTINUE TO OPERATE PARKING APPLICATION FOR SMART PHONES TO NOTIFY PEOPLE OF AVAILABLE PARKING. WORK WITH TYBEE TOURISM COUNCIL TO PROMOTE THIS APPLICATION. RECORD DATA FROM APPLICATION TO TRACK TRENDS IN PARKING USAGE BY 30TH JUN 2021 - SHAWN GILLEN

Focus Area Alignment

Traffic & Parking

Priority: 2

Contributing Goals

No contributing Goals.

DEVELOP A PARKING FEE STRUCTURE THAT MAXIMIZES INCOME OPPORTUNITIES BASED ON PEAK SEASON AND TIMES BY 30TH JUN 2020 - SHAWN GILLEN

Focus Area Alignment

Traffic & Parking

Priority: 5

Contributing Goals

City Manager will develop plan to increase the number of designated parking spots on the Il sand Additional Parking and begin putting the plan in place by the end of FYE 2020. Specifically the North Beach spots, and the Strand Parking Lot redesign. by 30th Jun 2020 - Shawn Gillen

IDENTIFY APPROPRIATE AREAS AND TYPES OF ADDITIONAL PARKING FACILITIES, SPECIFICALLY IN THE NORTH EACH AREA BY 30TH JUN 2020 - SHAWN GILLEN

Focus Area Alignment

Traffic & Parking

Priority: 4

Contributing Goals

Consider the construction of a parking garage in the C1 area, potentially through a public private partnership. Consider dual uses such as downstairs commercial or rooftop mini-golf to make it more cost effective by 30th Jun 2022 - Peter Gulbranson Shawn Gillen
Long term plan for NB Parking Lot by 30th Jun 2022 - Shawn Gillen

PERFORM A STUDY TO IDENTIFY ALL OF THE ROWS THAT ARE OWNED BY THE CITY, AND DEVELOP A PARKING PLAN FOR THESE ROWS THAT INCLUDES A CLEAR DELINEATION OF ROWS WHERE PARKING IS ALLOWED AND WHERE IT IS PROHIBITED, I.E. YELLOW CURB BY 30TH JUN 2021 - SHAWN GILLEN

Focus Area Alignment

Traffic & Parking

Priority: 4

Contributing Goals

No contributing Goals.

REVIEW PARKING RATES AND DETERMINE IF DEMAND-BASED RATES COULD HELP ADDRESS PEAK TRAFFIC AND PARKING ISSUES. BY 30TH JUN 2020 - SHAWN GILLEN

Focus Area Alignment

Traffic & Parking

Priority: 5

Contributing Goals

Evaluate Current Parking Rates by 1st Jan 2020 - Shawn Gillen

WORK WITH CHURCHES AND SCHOOL TO PROVIDE ADDITIONAL PARKING ON PEAK DAYS, IF THEY SO CHOOSE BY 30TH JUN 2020 - SHAWN GILLEN

Focus Area Alignment

Traffic & Parking

Priority: 4

Contributing Goals

No contributing Goals.

WORK WITH THE COASTAL REGION MPO AND GDOT ON PLANNED AND FUTURE IMPROVEMENTS, INCLUDING THE EXPLORATION OF ALTERNATIVE MEANS OF TRANSPORTATION ON THE ISLAND AS WELL AS ACCESS TO AND FROM THE ISLAND BY 30TH JUN 2020 - SHAWN GILLEN

Focus Area Alignment

Traffic & Parking

Priority: 3

Contributing Goals

No contributing Goals.

MAKE HISTORIC PRESERVATION A CENTRAL TENNET OF CITY PROJECTS AND STAFF POLICY
RECOMMENDATIONS. CONINUE WITH AND COMPELTE THE APPLICATION TO PLACE CITY HALL ON THE
NATIONAL REGISTRY OF HOISTORIC PLACES BY 30TH JUN 2021 - SHAWN GILLEN

Focus Area Alignment

Historic Preservation

Priority: 6

Contributing Goals

Adopt local historic district designations by 30th Jun 2021 - Shawn Gillen George Shaw

Consider establishing architectural standards for historic structures by 30th Jun 2021 - Shawn Gillen George Shaw

Continue the upgrade of sewer collection system; improve efficiency, reduce stormwater intrusion and explore the feasibility of connecting existing septic systems users to the treatment facility by 30th Jun 2021 - Shawn Gillen Peter Gulbranson

Coordinate with appropriate agencies and historic preservation groups to identify funding for preservation projects by 30th Jun 2021 - Shawn Gillen George Shaw

Review and assess the current historic preservation ordinance and update as needed by 30th Jun 2021 - Shawn Gillen George Shaw

CONTINUE THE ECONOMIC DEVELOPMENT PLANNING FOR THE BUSINESS DISTRICT BY 30TH JUN 2021 - GEORGE SHAW

Focus Area Alignment

Economic Development

Priority: 2

Contributing Goals

No contributing Goals.

CONTINUE TO IMPLEMENT BEAUTIFICATION/FACADE IMPROVEMENTS IN THE BUSINESS DISTRICT THROUGH A REVOLVING LOAN PROGRAM BY 30TH JUN 2021 - GEORGE SHAW

Focus Area Alignment

Economic Development

Priority: 2

Contributing Goals

No contributing Goals.

LOOK FOR REGIONAL PARTNERS WHO ALSO BENEFIT FROM THE TOURISM INDUSTRY TO ASSIST WITH THE COST OF IMPROVEMENTS TO ADDRESS IMPACT OF TOURISTS ON ISLAND RESOURCES. BY 30TH JUN 2021 - GEORGE SHAW

Focus Area Alignment

Economic Development

Priority: 3

Contributing Goals

No contributing Goals.

CURRENT COUNCIL ACTION ITEMS BY 30TH JUN 2020 - SHAWN GILLEN

Focus Area Alignment

Short Term Council Action Items

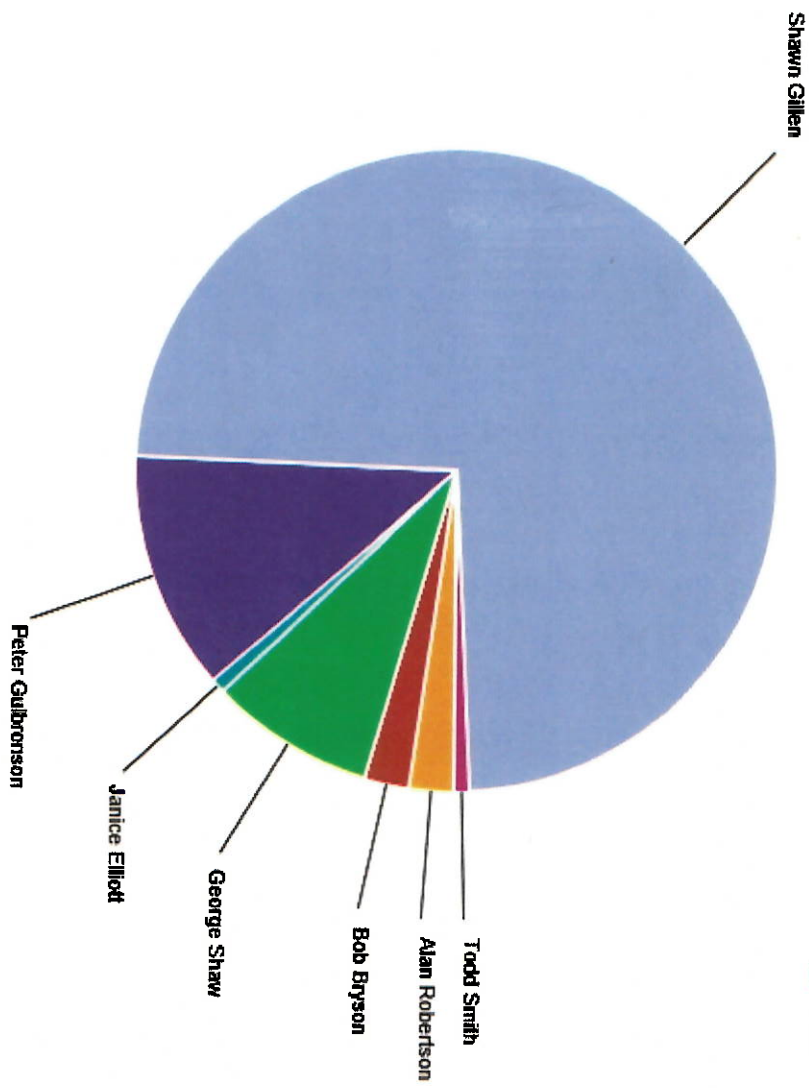
Priority: 6

Contributing Goals

- Add "sewer lines" to upcoming agenda for Infrastructure by 30th Jun 2020 - Shawn Gillen
- Add "water/sewer rates" to upcoming agenda for Finance Committee by 30th Jun 2020 - Shawn Gillen
- Bright Street - stormwater by 30th Jun 2020 - Shawn Gillen Peter Gulbranson
- Bubba to be notified of Ad hoc meetings by 30th Jun 2020 - Shawn Gillen
- Butler Ave Waterline Replacement by 30th Jun 2020 - Shawn Gillen Peter Gulbranson
- Call playground equipment provider for wrapping poles in Memorial Park by 30th Jun 2020 - Shawn Gillen Peter Gulbranson
- Cameras at Tybrisa area by 30th Jun 2020 - Bob Bryson Shawn Gillen
- Check current software for comparison report: Winter use vs. summer water/sewer use by 30th Jun 2020 - Shawn Gillen
- Contact GaPower regarding solar contract by 30th Jun 2020 - Shawn Gillen George Shaw
- Dedicated parking spots for North Beach Grill by 30th Jun 2020 - Shawn Gillen
- GEFA Application - Solar Panel Project by 30th Jun 2020 - Shawn Gillen Peter Gulbranson George Shaw
- Graphic reports actual vs. budget (highlight over/under) by 30th Jun 2020 - Shawn Gillen
- High Volume Protocol Barricades by 30th Jun 2020 - Bob Bryson Shawn Gillen
- Offer virtual parking permit to local business such as Jenny Orr for testing by 30th Jun 2020 - Shawn Gillen
- Press Release for fines for fireworks - up to \$1,000 by 30th Jun 2020 - Shawn Gillen
- South end parking study status by 30th Jun 2020 - Shawn Gillen Peter Gulbranson
- Visit Hilton Head to evaluate deep well by 30th Jun 2020 - Shawn Gillen
- YMCA Roof Repair by 30th Jun 2020 - Shawn Gillen

OWNERS

Alan Robertson Alan Robertson Bob Bryson Bob Bryson George Shaw George Shaw Janice Elliott
Janice Elliott Peter Gulbranson Peter Gulbranson Shawn Gillen Shawn Gillen Todd Smith



- █ Planning Commission (Alan Robertson) - 2%
- █ Police Chief (Bob Bryson) - 2%
- █ Community Development Director (George Shaw) - 8%
- █ Human Resources Director (Janice Elliott) - 1%
- █ City Engineer/Director of Infrastructure (Peter Gulbranson) - 12%
- █ City Manager (Shawn Gillen) - 74%
- █ IT Manager (Todd Smith) - 1%

Shawn Gillen George
Shaw Bob Bryson
Peter Gulbranson
Todd Smith Janice



Elliott
2%

Shawn Gillen George
Shaw Peter
Gulbranson Todd
Smith Alan
Robertson Janice



Elliott
2%

ALAN ROBERTSON - PLANNING COMMISSION

- Code Review by 30th Jun 2021
- Continue to monitor drainage issues in dunes by 30th Jun 2021
- National Fish & Wildlife Foundation Grant to study marsh-side flood prevention by 31st Dec 2021

BOB BRYSON - POLICE CHIEF

- Cameras at Tybrisa area by 30th Jun 2020
- High Volume Protocol Barricades by 30th Jun 2020
- Improve Beach Rules enforcement by 1st Jul 2021

Shawn Gillen Bob
Bryson Peter
Gulbranson Todd
Smith Alan
Robertson Janice



Elliott

8%

GEORGE SHAW - COMMUNITY DEVELOPMENT DIRECTOR

- Adopt local historic district designations by 30th Jun 2021
- Code Review by 30th Jun 2021
- Consider establishing architectural standards for historic structures by 30th Jun 2021
- Contact GaPower regarding solar contract by 30th Jun 2020
- Coordinate with appropriate agencies and historic preservation groups to identify funding for preservation projects by 30th Jun 2021
- Develop programs for educating visitors and residents on littering by 30th Jun 2021
- Ensure that all City Hall renovations plan for and incorporate the energy efficiency recommendations by 30th Jun 2022
- GEFA Application - Solar Panel Project by 30th Jun 2020
- Hazard Mitigation Grant program (house raising) by 1st Jan 2023
- Look for regional partners who also benefit from the tourism industry to assist with the cost of improvements to address impact of tourists on island resources. by 30th Jun 2022
- Review and assess the current historic preservation ordinance and update as needed by 30th Jun 2021

JANICE ELLIOTT - HUMAN RESOURCES DIRECTOR

- Assess number of staff needed and identify any shortfalls by 30th Jun 2020

Shawn Gillen George
Shaw Bob Bryson
Peter Gulbranson
Todd Smith Alan
Robertson



1%

awn Gillen George
shaw Bob Bryson
Todd Smith Alan
Robertson Janice



Elliott
12%

PETER GULBRONSON - CITY ENGINEER/DIRECTOR OF INFRASTRUCTURE

- Bright Street - stormwater by 30th Jun 2020
- Butler Ave Waterline Replacement by 30th Jun 2020
- Call playground equipment provider for wrapping poles in Memorial Park by 30th Jun 2020
- Code Review by 30th Jun 2021
- Consider the construction of a parking garage in the C1 area, potentially through a public private partnership. Consider dual uses such as downstairs commercial or rooftop mini-golf to make it more cost effective by 30th Jun 2022
- Continue the upgrade of sewer collection system; improve efficiency, reduce stormwater intrusion and explore the feasibility of connecting existing septic systems users to the treatment facility by 30th Jun 2021
- Continue to maintain/replace as necessary all public works equipment by 30th Jun 2021
- Continue to monitor drainage issues in dunes by 30th Jun 2021
- Continue water conservation efforts and assess needed upgrades to the system by 30th Jun 2021
- Develop a prioritized plan for implementing needed infrastructure improvements by 30th Jun 2020
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- GEFA Application - Solar Panel Project by 30th Jun 2020
- Identify issues with trash removal and work to address those issues Provide brightly painted trash cans on the beach between crossovers and explore the opportunity for trash can sponsorships. Develop programs to reduce the amount of trash generated by 30th Jun 2021
- Install backflow preventers on stormwater outfalls as recommended in Sea Level Rise Adaptation Plan. by 30th Jun 2022
- Prioritize roads need paving/repaving by 1st Jan 2020
- South end parking study status by 30th Jun 2020

George Shaw Bob
 Bryson Peter
 Gulbranson Todd
 Smith Alan
 Robertson Janice



Elliott
 74%

SHAWN GILLEN - CITY MANAGER

- Add "sewer lines" to upcoming agenda for Infrastructure by 30th Jun 2020
- Add "water/sewer rates" to upcoming agenda for Finance Committee by 30th Jun 2020
- Address impacts of short-term vacation rentals by 1st Jan 2022
- Address our long-term water sustainability by 31st Dec 2022
- Address STVRs. by 31st Dec 2020
- Adopt local historic district designations by 30th Jun 2021
- Advance technology by 31st Dec 2020
- Annual robust performance evaluation by 31st Dec 2020
- Assess number of staff needed and identify any shortfalls by 30th Jun 2020
- Beach renourishment by 31st Dec 2020
- Bright Street - stormwater by 30th Jun 2020
- Bubba to be notified of Ad hoc meetings by 30th Jun 2020
- Build dunes where needed, add crossovers, address vehicle access area as part renourishment project and the state funded DCA project. Complete the project by May 1, 2019 by 30th Jun 2020
- Butler Ave Waterline Replacement by 30th Jun 2020
- Call playground equipment provider for wrapping poles in Memorial Park by 30th Jun 2020
- Cameras at Tybrisa area by 30th Jun 2020
- Check current software for comparison report: Winter use vs. summer water/sewer use by 30th Jun 2020
- City Manager shall update the Hurricane Response Plan on an annual basis and conduct two practice table top exercises per year in preparation for the hurricane season. by 30th Jun 2020
- City Manager to work with Mayor to Secure State funding for Phase 2 of Channel Impact Study. by 30th Jun 2021
- City Manager will develop plan to increase the number of designated parking spots on the Island Additional Parking and begin putting the plan in place by the end of FYE 2020. Specifically the North Beach spots, and the Strand Parking Lot redesign. by 30th Jun 2020
- Clear & Consistent Reporting by 31st Dec 2020
- Code Review by 30th Jun 2021
- Complete sandfencing by 30th Jun 2020
- Complete the approved class & comp study including recommendations on implementation plan. by 31st Dec 2020
- Consider establishing architectural standards for historic structures by 30th Jun 2021
- Consider ongoing/annual strategic planning by 31st Dec 2020

- Consider the construction of a parking garage in the C1 area, potentially through a public private partnership. Consider duel uses such as downstairs commercial or rooftop mini-golf to make it more cost effective by 30 Jun 2022
- Contact GaPower regarding solar contract by 30th Jun 2020
- Continue the upgrade of sewer collection system; improve efficiency, reduce stormwater intrusion and explore the feasibility of connecting existing septic systems users to the treatment facility by 30th Jun 2021
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- Continue to support the four key cultural attractions: Lighthouse Museum, Marine Science Center, Tybee Post Theater, Rivers End Campground, and Tybee Island Maritime Academy (TIMA). by 30th Jun 2021
- Continue water conservation efforts and assess needed upgrades to the system by 30th Jun 2021
- Coordinate with appropriate agencies and historic preservation groups to identify funding for preservation projects by 30th Jun 2021
- Create a positive work environment by 31st Dec 2020
- Cross train employees by 31st Dec 2020
- Dedicated parking spots for North Beach Grill by 30th Jun 2020
- Develop a plan to make necessary upgrades on all public beach crossovers. by 30th Jun 2020
- Develop a prioritized plan for implementing needed infrastructure improvements by 30th Jun 2020
- Develop and communicate a process for ORR by 31st Dec 2020
- Develop programs for educating visitors and residents on littering by 30th Jun 2021
- Development and appropriate use of committees by 31st Dec 2020
- Economic Development by 31st Dec 2020
- Ensure appropriate management and transparency of contracts by 31st Dec 2020
- Ensure existing ordinances and policies are easily accessible and easy to understand. by 31st Dec 2020
- Ensure that all City Hall renovations plan for and incorporate the energy efficiency recommendations by 30th Jun 2022
- Ensure Tybees Disaster Plan is updated and shared with citizens. by 31st Dec 2020
- Evaluate Current Parking Rates by 1st Jan 2020
- Explore, expand communication to residents and tourist by 31st Dec 2020
- Finalize goal for hurricane reserve and draft policy for approval by Council at the June 13th City Council Meeting by 30th Jun 2020
- Financial sound, sustainable by 31st Dec 2020
- Financial stability by 31st Dec 2020
- GEFA Application - Solar Panel Project by 30th Jun 2020
- Graphic reports actual vs. budget (highlight over/under) by 30th Jun 2020

- High Volume Protocol Barricades by 30th Jun 2020
- Hire a legislative lobbyist by 31st Dec 2020
- Hire grant manager. by 31st Dec 2020
- Identify and prioritize water/sewer lines for improvement by 31st Dec 2020
- Identify issues with trash removal and work to address those issues Provide brightly painted trash cans on the beach between crossovers and explore the opportunity for trash can sponsorships. Develop programs to reduce the amount of trash generated by 30th Jun 2021
- Identify issues with trash removal and work to address those issues. by 30th Jun 2021
- Improve Beach Rules enforcement by 1st Jul 2021
- Improve City Hall Office Space by 31st Dec 2020
- Improve communication with employees on City activities by 1st Jan 2021
- Improve Customer Service by 31st Dec 2020
- Improve efficiency by 31st Dec 2020
- Improve information for Mayor and Council by 31st Dec 2020
- Increase and improve engagement with residents. by 31st Dec 2020
- Increase events and activities for veterans, seniors, families, and children. by 31st Dec 2021
- Increase use of permeable surfaces by 31st Dec 2020
- Install backflow preventers on stormwater outfalls as recommended in Sea Level Rise Adaptation Plan. by 30th Jun 2022
- Keep city properties and land clean and beautiful. by 31st Dec 2021
- Long term plan for NB Parking Lot by 30th Jun 2022
- Look for regional partners who also benefit from the tourism industry to assist with the cost of improvements to address impact of tourists on island resources. by 30th Jun 2022
- Maintain government facilities/buildings by 31st Dec 2021
- Modify and Simplify Purchasing Policy by 31st Dec 2020
- National Fish & Wildlife Foundation Grant to study marsh-side flood prevention by 31st Dec 2021
- Need to create a premiere environment for Staff to work in by 31st Dec 2020
- Offer virtual parking permit to local business such as Jenny Orr for testing by 30th Jun 2020
- Perform a Reserve Fund Study to determine the amount of reserve funds needed for disaster preparedness and response. by 1st Jan 2021
- Press Release for fines for fireworks - up to \$1,000 by 30th Jun 2020
- Promote and support TIMA, our Lighthouse, our theater, MSC, and the Y. (others?) by 31st Dec 2020
- Promote historic preservation by 31st Dec 2020
- Provide regular strategic planning and review. by 31st Dec 2020

- purchasing available properties for City Development and Support by 31st Dec 2021
- Reduce complaints about residential garbage. by 31st Dec 2020
- Reduce litter on the beach and in public areas by 31st Dec 2021
- Retain residents, attract tourist by 31st Dec 2020
- Review and assess the current historic preservation ordinance and update as needed by 30th Jun 2021
- Review Ordinance/Policy for accuracy, consistency, simplify by 31st Dec 2020
- Review parking and other fines by 31st Dec 2020
- Reward and recognition for Staff by 31st Dec 2020
- Simplify Social Media outreach by 31st Dec 2020
- South end parking study status by 30th Jun 2020
- Support the ongoing beautification/landscaping of Highway 80 by 1st Jan 2022
- transparency, efficient by 31st Dec 2020
- Update Master Plan/Carrying Capacity by 30th Jun 2021
- Utilize a broad spectrum of information dissemination, including traditional hard copy (mailers, newsletters) as well as technology based (website, social media) methods to reach all members of the community; by 30th Jun 2021
- Visit Hilton Head to evaluate deep well by 30th Jun 2020
- YMCA Roof Repair by 30th Jun 2020

Shawn Gillen George
 Shaw Bob Bryson
 Peter Gulbranson
 Alan Robertson
 Janice Elliott



1%

- Advance technology by 31st Dec 2020

TODD SMITH - IT MANAGER



Tybee Island

**CITY OF TYBEE ISLAND
STRATEGIC PLAN**

08/04/2020

VISION




"As concerned citizens of The City of Tybee Island, we will be conscientious stewards of our unique historic and cultural heritage, environmental resources, and diverse economic community. We will also ensure that our growth does not exceed the Island's carrying capacity. We will foster a vibrant, year-round economy and support our business community in its goal to provide quality services and facilities for both residents and visitors. We will provide increased recreational and educational opportunities for all age groups to promote Tybee Island as a family-friendly, four-season vacation destination, while enhancing the distinctive atmosphere of our Island life."

Values

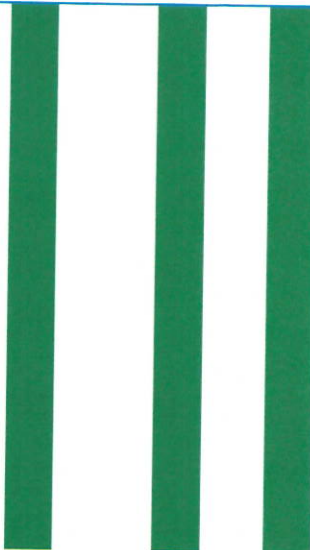
Development Patterns	Community Preservation	Sustainability	Community	Governmental/Intergovernmental Coordination
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Focus Area Organizational Goal 2019 2020 2021 2022

Transparency	Align decision, policies and practices with mission and values of the master plan and create platforms to communicate the plan and City activities to our residents. by 31st Dec 2020			
Community Enhancement	Protect our natural, cultural and economic resources, to enhance opportunities to develop and maintain needed services and amenities for residents and visitors. by 1st Jan 2021			
Infrastructure	Meet the immediate, short term, and long term needs of residents, staff and visitors. by 1st Jan 2022			
Financial Stability	Remain prudent stewards of City financial resources and assets while providing quality public services. by 1st Jan 2021			

Disaster Preparedness	Develop a short term and long term resiliency plan to include storm preparedness and infrastructure investment that allows the City to quickly recover from natural or man-made disasters. by 31st Dec 2022	
Staff & Operations	Provide effective and efficient services. Make Tybee Island a premier place to work. Focus on excelling in customer service. by 1st Jan 2021	
Policy Development	Ensure a transparent and efficient policy process that engages the residents, city council, and staff. by 1st Jan 2021	

	<p>Better Parking Technology by 30th Jun 2020</p> <p>Continue to operate parking application for smart phones to notify people of available parking. Work with Tybee Tourism Council to promote this application. Record data from application to track trends in parking usage by 30th Jun 2021</p> <p>Develop a parking fee structure that maximizes income opportunities based on peak season and times by 30th Jun 2020</p> <p>Identify appropriate areas and types of additional parking facilities, specifically in the North Beach area by 30th Jun 2020</p> <p>Perform a study to identify all of the ROWs that are owned by the City, and develop a parking plan for these ROWs that includes a clear delineation of ROWs where parking is allowed and where it is prohibited, i.e. yellow curb by 30th Jun 2021</p> <p>Review parking rates and determine if demand-based rates could help address peak traffic and parking issues. by 30th Jun 2020</p> <p>Work with churches and school to provide additional parking on peak days, if they so choose by 30th Jun 2020</p> <p>Work with the Coastal Region MPO and GDOT on planned and future improvements, including the exploration of alternative means of transportation on the Island as well as access to and from the Island by 30th Jun 2020</p>	
<p>Historic Preservation</p>	<p>Make Historic Preservation a central tenent of City Projects and staff policy recommendations. Continue with and compelte the application to place City Hall on the National Registry of Hoistoric Places by 30th Jun 2021</p>	

<p>Short Term Council Action Items</p>	<p>economic development</p>	<p>Continue the economic development planning for the business district by 30th Jun 2021 Continue to implement beautification/facade improvements in the business district through a revolving loan program by 30th Jun 2021 Look for regional partners who also benefit from the tourism industry to assist with the cost of improvements to address impact of tourists on island resources. by 30th Jun 2021 Current Council Action Items by 30th Jun 2020</p>	
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