

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY BOARD WORKSHOP
FEBRUARY 25, 2021 at 10:00 AM
VIRTUAL MEETING AND PUBLIC COMMENTS PROCEDURE

The Dania Beach Community Redevelopment Agency (CRA) will be conducting a “Virtual” CRA Board workshop utilizing communications media technology (“CMT”), in accordance with Ordinance 2021-012, adopted February 9, 2021, and City Manager’s Order Adopting Rules for Use of Communications Media Technology for Public Meetings During Health Emergency, related to conducting public meetings while under the public health emergency related to the spread of Novel Coronavirus Disease 2019 (COVID-19). City Hall building is closed to the public.

Please visit www.daniabeachfl.gov/virtualmeetings for detailed instructions on how to attend and participate in virtual CRA Board meetings. Public access to this virtual meeting can be accomplished as follows:

- Watch Meeting on the City’s YouTube Channel at www.daniabeachfl.gov/2654/Watch-DaniaTV
- Watch Meeting on Comcast Cable Channel 78
- Join the Meeting virtually or by telephone using RingCentral Meetings

Participating in a public meeting using the video conference platform:

- Virtual attendance: download and install RingCentral Meetings and join using the meeting ID; to be recognized during public comment, click “Raise my hand” in the software
- Telephone attendee: dial meeting phone number and enter meeting ID; to be recognized during public comment, dial *9 to raise your hand

For more information about this CRA Board meeting, please contact:

Thomas Schneider, City Clerk
City of Dania Beach
100 W Dania Beach Boulevard
Dania Beach, FL 33004
954-924-6800 | tschneider@daniabeachfl.gov

NOTICE: This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Office of the City Clerk, 954-924-6800 ext. 3624, no later than two days prior to such proceeding. Anyone wishing to appeal any decision made by the Dania Beach City Commission with respect to any matter considered at such meeting or hearing 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. Agenda items may be viewed online at www.daniabeachfl.gov.

**Instructions for Participating and Viewing
Dania Beach CRA Board Virtual Workshop
February 25, 2021 at 10:00 AM**

Through the City's Website:

Please click the link below:

www.daniabeachfl.gov/2654/Watch-DaniaTV

Through Comcast Channel 78:

If you are a Comcast/Xfinity customer, please go to Channel 78 to view the meeting.

Options for Viewing and Participating in the Meeting Using RingCentral Meetings software

Visit <https://www.ringcentral.com/apps/rc-meetings> to download and install the software on your device

Use this meeting link to join as an attendee:

<https://meetings.ringcentral.com/j/1481435376>

Using your telephone – for higher quality, dial a number based on your current US location:

+1(773)2319226 (US North)
+1(312)2630281
+1(470)8692200 (US East)
+1(646)3573664
+1(346)9804201
+1(469)4450100 (US South)
+1(623)4049000 (US West)
+1(650)2424929
+1(720)9027700 (US Central)
+1(213)2505700

Enter the meeting ID: 148-143-5376

To raise hand and be acknowledged to speak:

1. Users who call in can dial *9 to raise their hand
2. If using the meeting software, to raise hand click or tap "Participants", then choose the option to raise hand.
3. Once you have been selected to speak, you may be prompted to unmute your device or this will be done for you.

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
VIRTUAL WORKSHOP – UPDATE OF CRA MISSION STATEMENT,
VISION STATEMENT, AND STATEMENT OF VALUES
THURSDAY, FEBRUARY 25, 2021 - 10:00 AM

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL TWO HUNDRED FIFTY DOLLARS (\$250.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019; AMENDED BY ORDINANCE #2019-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

DECORUM POLICY FOR MEETINGS OF THE CITY COMMISSION
OF THE CITY OF DANIA BEACH, FLORIDA:

INDIVIDUALS WHO WISH TO MAKE ANY "CITIZEN'S COMMENTS" UNDER THAT PORTION OF THE CITY COMMISSION AGENDA, OR WHO OTHERWISE WANT TO ADDRESS THE CITY COMMISSION, MUST FIRST BE REGISTERED WITH THE CITY CLERK (FORMS ARE AVAILABLE OUTSIDE OF THE CITY COMMISSION CHAMBERS AND MUST BE GIVEN TO THE CLERK BEFORE THE MEETING). OTHERS WHO WANT TO ADDRESS THE COMMISSION ON ANY MATTERS MUST FIRST BE RECOGNIZED BY THE MAYOR. ALL SUCH PERSONS MUST USE THE PODIUM IN THE COMMISSION CHAMBER. NO MORE THAN ONE PERSON AT A TIME MAY ADDRESS THE COMMISSION FROM THE PODIUM. COMMENTS ARE ONLY TO BE MADE TO THE CITY COMMISSION AND ARE NOT TO BE DIRECTED TO THE AUDIENCE OR CITY STAFF.

NO INDIVIDUAL SHALL MAKE ANY SLANDEROUS OR UNDULY REPETITIVE REMARKS, OR ENGAGE IN ANY OTHER FORM OF BEHAVIOR THAT DISRUPTS OR IMPEDES THE ORDERLY CONDUCT OF THE MEETING, AS DETERMINED BY THE MAYOR. NO INDIVIDUAL MAY SPEAK DIRECTLY TO OR ADDRESS THE MAYOR, CITY COMMISSIONER OR CITY STAFF: COMMENTS ARE TO BE ONLY DIRECTED TO THE COMMISSION AS A WHOLE. NO CLAPPING, APPLAUDING, HECKLING OR VERBAL OUTBURSTS IN SUPPORT OF OR OPPOSITION TO A SPEAKER OR HIS OR HER REMARKS SHALL BE PERMITTED. NO SIGNS OR PLACARDS SHALL BE PERMITTED IN THE COMMISSION CHAMBER.

IF ANY PERSON'S CONDUCT AS DETERMINED BY THE MAYOR IS FOUND TO BE DISRUPTIVE OR INTERFERES WITH THE ORDERLY CONDUCT OF THE MEETING, THE PERSON MAY BE ASKED BY THE MAYOR TO LEAVE THE COMMISSION CHAMBERS; IF THE PERSON DOES NOT LEAVE AND THE CONDUCT PERSISTS, THE CITY POLICE DEPARTMENT WILL BE REQUESTED TO ESCORT THE INDIVIDUAL FROM THE CITY COMMISSION CHAMBERS.

ALL CELLULAR TELEPHONES ARE TO BE SILENCED DURING THE MEETING. ALL PERSONS EXITING THE COMMISSION CHAMBER SHALL DO SO QUIETLY. (RESOLUTION #2020-032)

1. CALL TO ORDER/ROLL CALL

2. ITEMS FOR DISCUSSION

1. Update of the CRA Mission Statement, Vision Statement, and Statement of Values

3. ADJOURNMENT

MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair and Board of Directors

From: Michael Chen, Executive Director

Date: January 12, 2021

Re: CRA Mission Statement, Vision Statement, Statement of Values

Background

The current Mission Statement of the Dania Beach CRA is:

“The mission of the CRA is to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.”

There is no Vision Statement or Statement of Values. However, a substitute for a Statement of Values is designated as “OUR PROMISE”, which is described as (quote):

- Dania Beach promises residents, businesses, and visitors a true renaissance, building a bridge from our history to our future.
- We will embrace the spirit of re-invention and promote a modern ideal.
- The Dania Beach experience will be one of optimism and revitalization. We will provide an atmosphere where businesses can bet on themselves and win.
- We will create a sense of community and build a downtown that can be enjoyed by businesses, visitors, and residents alike.
- We will transform Dania Beach as a City and a destination.

The above statements were primarily created by past Executive Directors over a span of several years approximately six to ten years ago. These statements are not compelling and do not reflect the activities and objectives of the CRA today.

A **Mission Statement** defines what an organization is and why it exists. At a minimum, the mission statement should define who your primary customers are, identify the products and services you produce, and describe the geographical location in which you operate. These statements are based in the present and are designed to convey why the business exists to members of the organization and the external community.

A **Vision Statement** is future-based and meant to inspire and give direction to employees of the company rather than customers. It states the current and future objectives of an

organization. The vision statement serves as a guide to help the organization make decisions that align with its philosophy and declared set of goals.

A **Values Statement** highlights the organization's core principles and philosophical ideals. It is used to inform and guide the decisions and behaviors of the people inside the organization and signal to external stakeholders what is important to the organization.

Update

To appropriately describe what the CRA is today, accurately describe its future aspirations and objectives, and prepare for the CRA Plan update soon to be undertaken we are engaging an organizational specialist to develop a CRA Mission Statement, Vision Statement, and Statement of Values. These statements will also be used to succinctly describe what we are doing to our community leaders and seek their assistance to influence our citizens and businesses to participate in CRA programs.

This will be an interactive process, including sessions with CRA staff and an online public input session where the CRA Board Members will be encouraged to participate. Once both internal and external input is received, these statements will be finalized. The CRA Mission Statement, Vision Statement, and Statement of Values will be prominently displayed on the CRA website, the updated CRA Plan, and CRA published materials where appropriate.

The consultant selected to facilitate this process is Michael Anderson, Managing Director of Abstract HR. Abstract HR is a globally certified human resource consulting firm that delivers virtual recruitment, training, and business consulting services. Among Abstract HR's wide range of expertise, the most relevant to our purpose is Mr. Anderson's superior facilitation skills and experience with organizational and managerial development – Abstract HR describes this as, "Relevant management concepts carefully selected to provide the skills required to effectively manage in today's workplace."

- A contract is being negotiated for a lump sum amount of \$1,500.00 that describes three half-day (4 hours) in-person sessions and one on-line session for the CRA Board/public input. The deliverables will be a CRA Mission Statement, Vision Statement, and Statement of Values. Once a draft contract is received, I will provide a copy to the City Attorney for review and approval. Our intent is to initiate the input sessions during January.
- Introduce Michael Anderson, Managing Director of Abstract HR (see attached bio)



BIO: Michael Anderson
Managing Director at Abstract HR
michael@abstracthr.com
<https://www.linkedin.com/in/michael-anderson-3a925715?trk>

Michael Anderson is the Founder and Managing Director of Abstract HR. He has more than 25 years of experience in senior management roles and has spent many years working as an HR practitioner, Consultant, and Lecturer. Mr. Anderson is a University of Florida alumnus and has a Bachelor of Science degree in Psychology. He also earned a Master of Science degree in Management /Human Resources from Florida International University.

Michael is a highly certified member of the Society for Human Resource Management (SHRM) and has earned the Senior Professional in Human Resources (SPHR), Global Professional in Human Resources (GPHR), and the SHRM Senior Certified Professional (SHRM-SCP) Certification. He also teaches SHRM HR certification courses for several local universities.

Past responsibilities include serving as the Compensation & HRIS Director for Broward County Public Schools (BCPS) and as Assistant Director with the Miami-Dade Team Metro Department. Additionally, Michael has extensive experience leading progressive initiatives and the strategic automation of public sector business processes. Significant accomplishments include implementing a comprehensive Human Resources Information System (HRIS), an Electronic Document Management System (EDMS) library, and an automated employee performance reporting system.

Mr. Anderson has served on the Barry University Human Resources Advisory Board, the Allapattah YMCA Board of Directors, and the Greater Miami Chamber of Commerce (Leadership Miami Executive Committee).

His specialties include Organizational Development, Compensation Administration, Employee Development & Training, Strategic Planning, Performance Measurement, and Virtual Recruitment.