

MINUTES OF VIRTUAL WORKSHOP
UPDATE OF CRA MISSION STATEMENT, VISION STATEMENT, AND
STATEMENT OF VALUES
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
THURSDAY, FEBRUARY 25, 2021 – 10:00 A.M.

1. Call to Order/Roll Call

Chair James called the meeting to order at 10:00 a.m.

Present:

Chair:	Tamara James
Board Members:	Joyce L. Davis Lori Lewellen Lauren Odman
Executive Director:	K. Michael Chen
City Attorney:	Thomas Ansbro
CRA Secretary:	Thomas Schneider

Absent:

Vice-Chair:	Marco A. Salvino, Sr.
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2. Items for Discussion

2.1 Update of the CRA Mission Statement, Vision Statement, and Statement of Values

Director Chen noted we are here to discuss and update the Mission Statement, Vision Statement, and Statement of Values. The current Mission Statement is seven years old and we are looking to update it to our objectives and activities today. He addressed the draft Mission Statement provided to the Board and introduced Michael Anderson, Managing Director of Abstract HR.

Mr. Anderson noted the goal was to talk about the process taken to create the draft Mission and Vision Statements and he gave a PowerPoint presentation which is attached to and incorporated into these minutes. The draft Mission Statement reads:

“To provide the expertise and resources needed to implement inclusive strategies that enhance financial security; expand opportunities for business; stimulate investment; foster revitalization; and improve the quality of life for our diverse stakeholders.”

Board Member Davis felt this was well thought out and covers all of the bases, and commended Mr. Anderson. She approved of the draft statement.

Chair James asked if property acquisition and COVID relief funds would be captured in the Mission Statement so that we do not run into roadblocks.

Director Chen gave background on the thought process; there are several aspects of the Mission Statement that covers property acquisition and business stimulation. He addressed the point of the Mission Statement and said somewhere along later in the year, there will be the exercise of re-doing the CRA Plan, which is where we will discuss specific activities.

Chair James noted she is fine with the draft Mission Statement.

Mr. Anderson noted property acquisition was definitely in mind in crafting the Mission Statement. The CRA activities are folded into the statement.

Board Member Lewellen felt the statement is comprehensive and inclusive, and questioned if it needs to say something about investing or investment in the community, people and places.

Mr. Anderson noted he was capturing this and they would take a hard look at it to be sure this consideration is appropriately addressed.

Director Chen added each of these statements stand alone, but are clearly meant to interact with each other.

Mr. Anderson continued with the presentation regarding the Vision Statement. The draft Vision Statement reads:

“To be a sustainable city of the future with expanded economic opportunities for our stakeholders.”

Chair James questioned if stakeholders would include people who are actually living in the area or community.

Mr. Anderson noted the people living within the CRA boundaries would be the primary stakeholders, but he understands the typical meaning of the word; as public servants we are trying to please the people who live here.

Director Chen added staff actually discussed Chair James’ point; he felt we should explore alternatives for current residents and businesses within our community.

Chair James agreed to this change in language.

Board Member Lewellen suggested leaving stakeholders in the statement, but just define it.

Director Chen agreed; to define stakeholders as current and future residents and businesses in our community.

Board Member Davis felt this needs to match with the Mission Statement, but the Vision Statement should be short and succinct.

After discussion, Mr. Anderson adjusted the Mission Statement at the end to include "...and improve the quality of life for our diverse community".

Chair Lewellen felt the investment portion should include "into the community".

Director Chen suggested it could be at the beginning of the Mission Statement.

After discussion, the language was changed to read "To provide the expertise and strategic investment and partner collaborations needed to implement inclusive strategies that enhance financial security; ..."

Discussion ensued regarding the language.

Board Member Odman felt the original statement captured what was necessary.

Board Member Davis thought eliminating slum and blight should be reflected in the statement and questioned where it fits in.

Chair James felt "and resources" should be deleted.

Director Chen addressed Board Member Davis' comment about slum and blight and felt Chair James' explained it well.

After further discussion, the Mission Statement was changed to read "To provide the expertise and strategic investments needed to implement inclusive strategies that enhance financial security; expand opportunities for business; stimulate private investment; foster revitalization; and improve the quality of life for our diverse community."

The Board agreed to the revised Mission Statement.

Director Chen noted he would like to take the final work product from today's discussion and present it at the next CRA Board meeting.

The Board agreed to the revised Vision Statement to read: "To be a sustainable city of the future with expanded economic opportunities for our stakeholders."

Mr. Anderson proceeded with the draft Our Values.

- *We provide the best quality of service for our stakeholders*
- *We conduct our business with the highest ethical standards*
- *We commit to preserving the unique quality of life within Dania Beach*
- *Our activities will contribute to the positive image of Dania Beach*
- *We embrace innovation*

Discussion ensued regarding Our Values.

The bullet “We embrace innovation” was changed to read “We embrace innovation and diversity”.

A bullet was added to read, “We encourage sustainable solutions”.

Chair James questioned if economics was included in the Mission Statement.

Director Chen noted it was intended in the use of the phrase “to provide expertise ...” in the Mission Statement.

Further discussion ensued on the Values, in particular, “We commit to preserving the unique quality of life within Dania Beach”.

The bullet was changed to read “We commit to improving the unique quality of life within Dania Beach”.

Mr. Anderson felt the change in wording was very good.

Director Chen noted this change makes Our Values more timeless.

Discussion ensued regarding adding a bullet to Our Values regarding committing to following sound financial recommendations.

A bullet was added to read, “We commit to exercising sound economic judgement”.

Mr. Anderson reviewed the revised Mission Statement, Vision Statement, and Our Values.

The Board consensus was to move forward with the revised Statements and Values.


Director Chen noted he would like to include the final work product in the upcoming CRA Board meeting and get the Board’s approval to move forward with it. He thanked the Board for their participation.

Mr. Anderson thanked the Board for the opportunity to participate in this exercise with them.

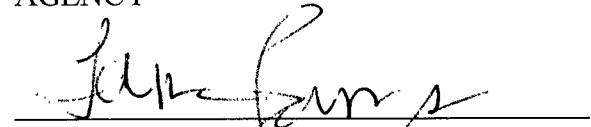
3. Adjournment

Chair James adjourned the meeting at 11:24 a.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


TAMARA JAMES
CHAIR – CRA

Approved: March 9, 2021



Dania Beach CRA

Mission Statement, Vision Statement, Statement of Values



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

AGENDA

- Introductions
- Working Definitions
- Mission Statement
- Vision Statement
- Statement of Values
- Closing

Working Definitions:

Mission:

A written declaration of an organization's core purpose and focus that normally remains unchanged over time.

Vision Statement:

An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future.

Statement of Values:

Company values provide a guideline for making decisions and help hold ourselves accountable for those decisions by asking the simple question: does this decision reflect our values?

Our Mission

“To provide the expertise and resources needed to implement inclusive strategies that enhance financial security; expand opportunities for business; stimulate investment; foster revitalization; and improve the quality of life for our diverse stakeholders.”

Our Vision

“To be a sustainable city of the future with expanded economic opportunities for our stakeholders.”

Our Values

- *We provide the best quality of service for our stakeholders*
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