



Palmetto Bay Visioning Session & Guiding Principles of Communication February 28, 2022

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Agenda

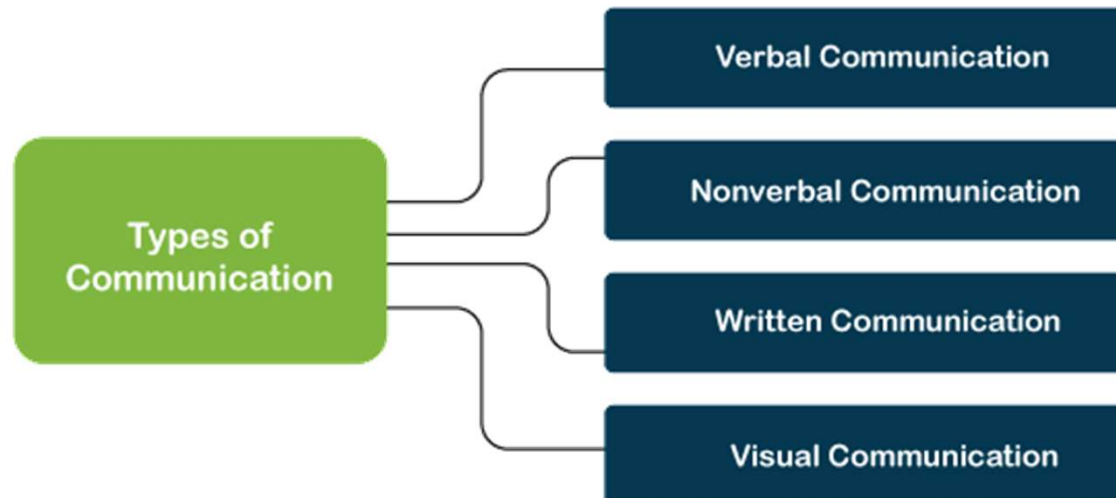
- **Guiding Principles of Communication**
 - Communication 101
 - Listening Skills
 - Emotional Intelligence
- ***Your* Guiding Principles of Communication (GPC)**
- **Visioning Session 2022**
 - Review 2021 Focus Areas and Priority Projects
 - Accomplishments and Status Update
 - Community Survey
 - New Initiatives Discussion

Communication 101

Transferring of Understanding



How do we Communicate?



Verbal Communication



- Use a strong, confident speaking voice
- Use active listening
- Avoid filler words
- Avoid industry jargon when appropriate

Non-Verbal Communication

- Facial expressions
- Body movements and posture
- Eye contact
- Appearance



Visual Communication



- Ask others before including visuals
- Consider your audience
- Only use visuals if they add value
- Make them clear and easy to understand

Written Communication

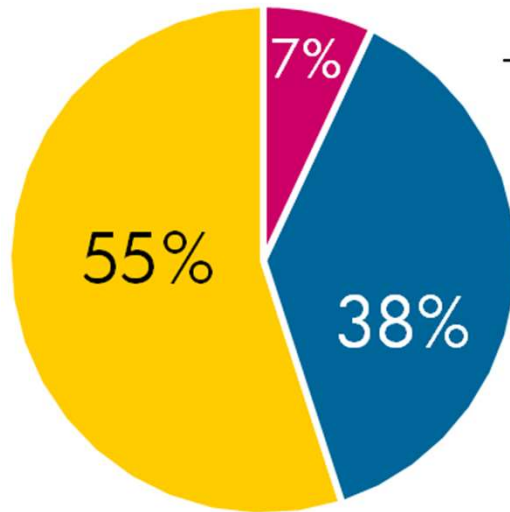
- Keep it simple
- Clear, crisp, concise
- Take time to review
- Keep a file of writings you find effective



Elements of Personal Communication

7 – 38 – 55 % Rule

Albert Mehrabian's Rule



Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

SAY WHAT?!



LiSTEN!

A close-up photograph of a hand holding a red marker, underlining the word "LiSTEN!" in a handwritten style. The word is written in a bold, red, sans-serif font. The hand is positioned on the right side of the word, with the thumb and index finger holding the marker. The background is plain white.

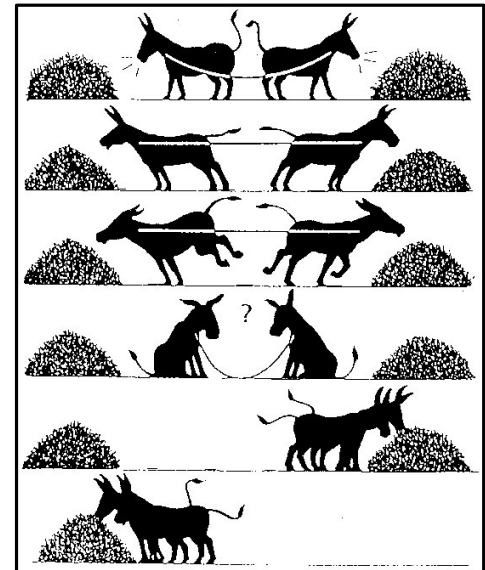
Active Listening

1. Pay attention to feelings and facts
2. Value differences in opinion
3. Try not to interrupt
4. Apply open-ended questioning skills
5. Use positive non-verbal gestures while acknowledging the speaker
6. Summarize by paraphrasing
7. Hold your advice....LISTEN
8. Allow time for silence
9. Take notes
10. Keep the speaker's interest in mind

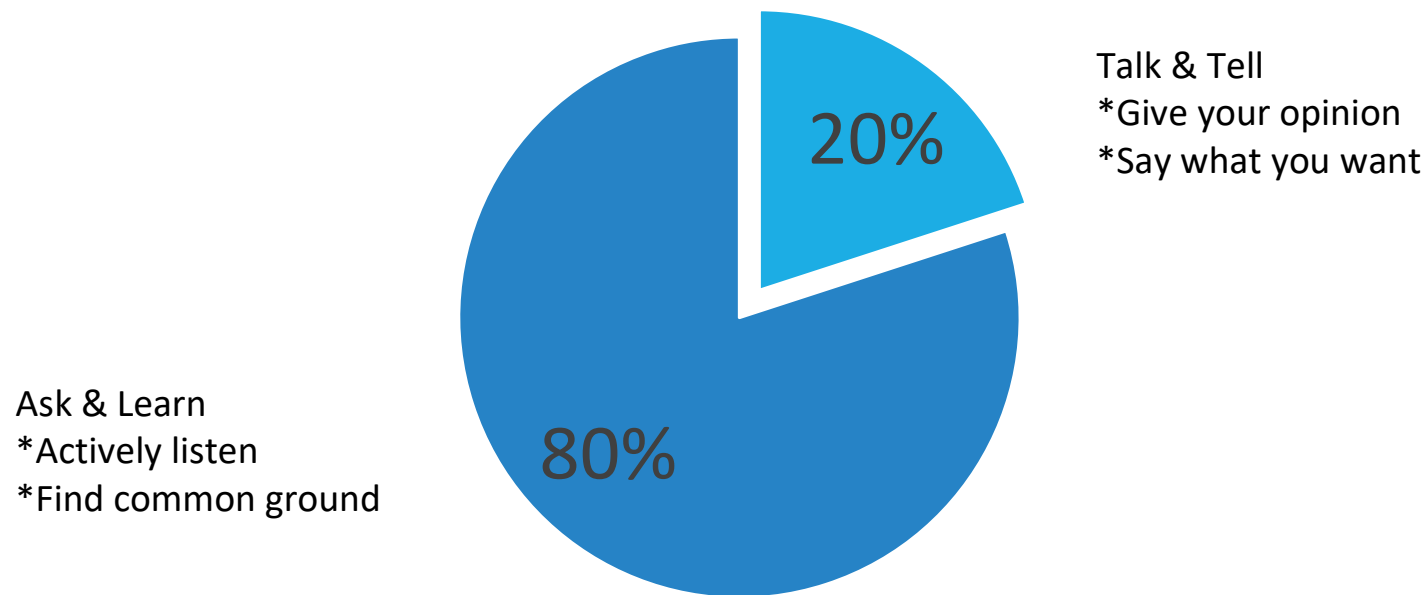


Stumbling Blocks That Interfere

- Lack of confidence, the rapport between people
- Inability to understand the other person point of view
- Listening only to the facts
- Much of what is being said is: faults, meaningless, trivial
- Over emotional about a touchy subject
- Conflict



The 20/80 Rule of Listening



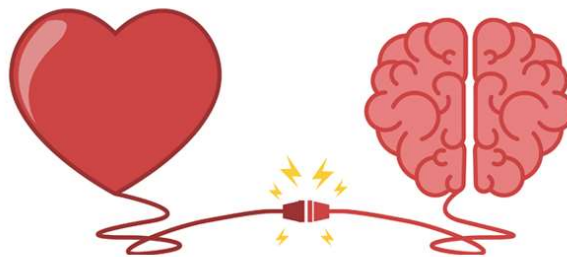
Hold - 45 Seconds



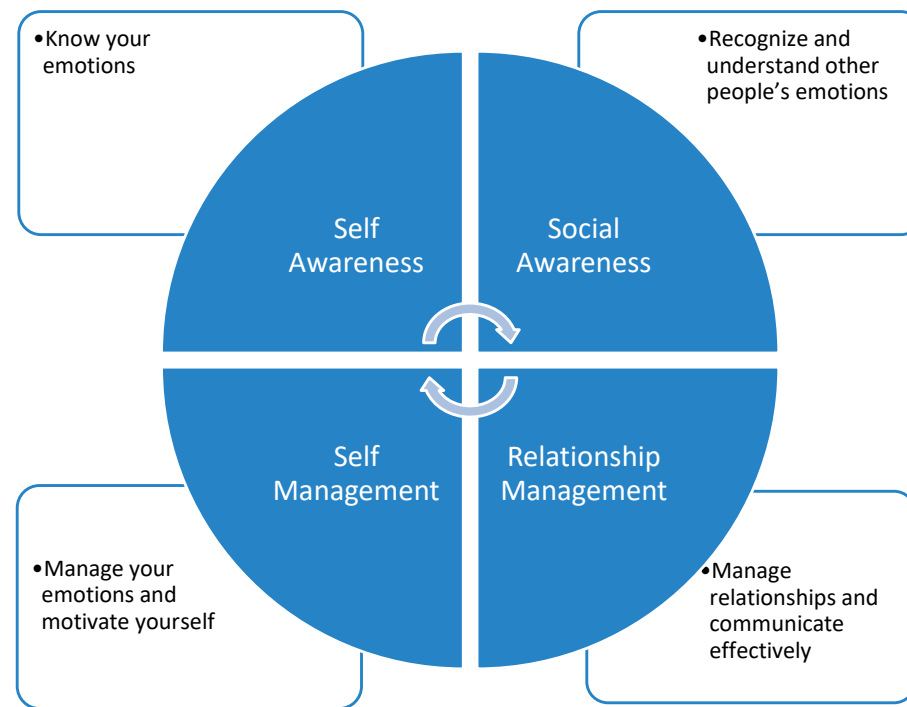


Emotional Intelligence Daniel Coleman

“Managing feelings so that they are expressed appropriately and effectively, enabling people to work and communicate together toward their common goal.”



Emotional Intelligence Defined



How Communication is Impacted Negatively

- Less understanding of one's own/others emotions
- Less effective communication of ideas and emotions to others
- Inappropriate communication-related behavior
 - Outburst of emotion
 - Oversharing
 - Failing to communicate important information

The Highs and Lows

HIGH EMOTIONAL INTELLIGENCE

- Assertive, ambitious, driving, strong-willed, decisive
- Warm, enthusiastic, sociable, charming, persuasive
- Patient, stable, predictable, consistent, good listener
- Detailed, careful, meticulous, systematic, neat

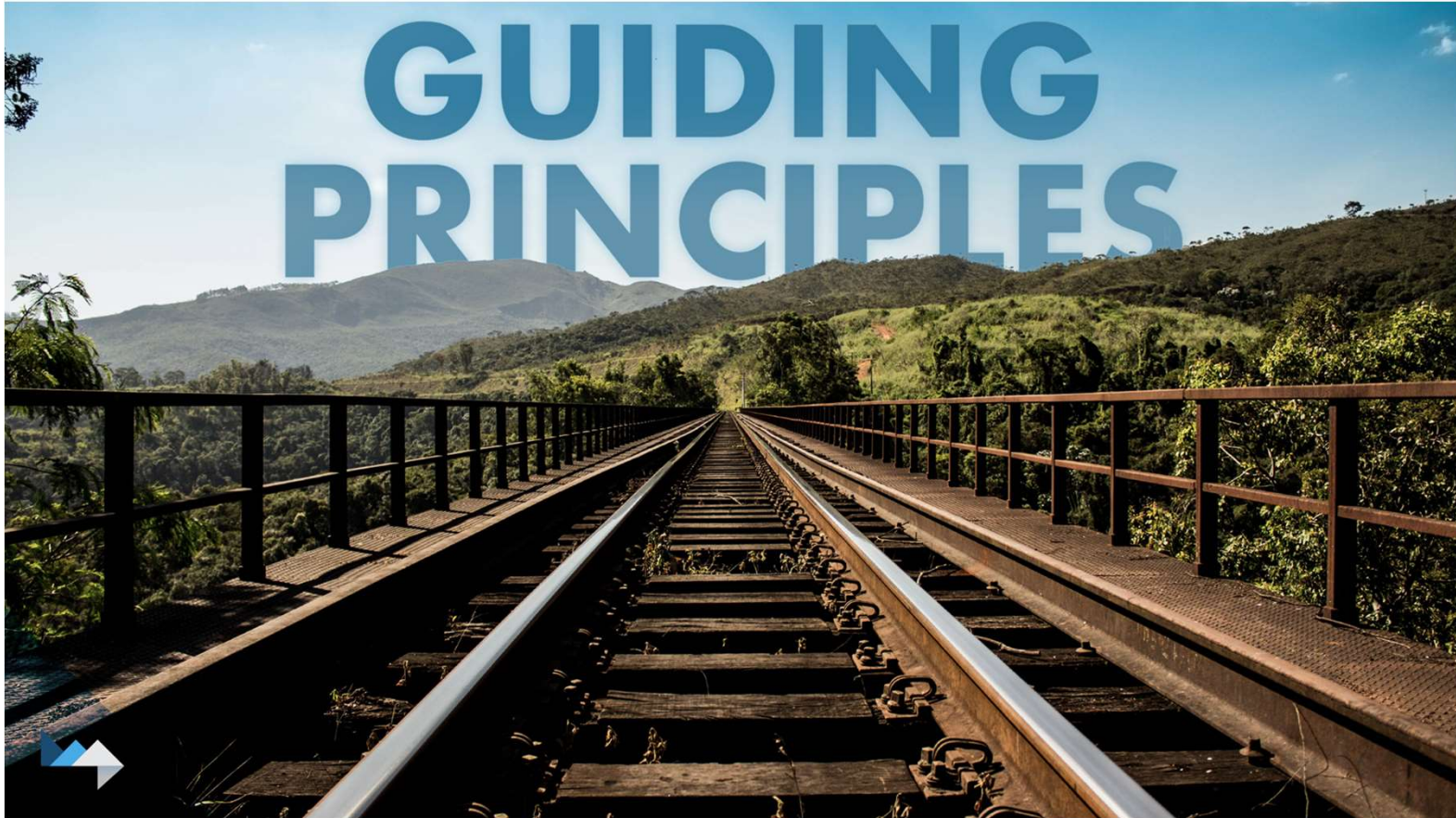


LOW EMOTIONAL INTELLIGENCE

- Aggressive, demanding, bossy, confrontational, egotistical
- Easily distracted, selfish, poor listener, impulsive
- Resistant to change, passive, stubborn, unresponsive
- Critical, hard to please, perfectionist



GUIDING PRINCIPLES



Your Guiding Principles of Communication (GPC)

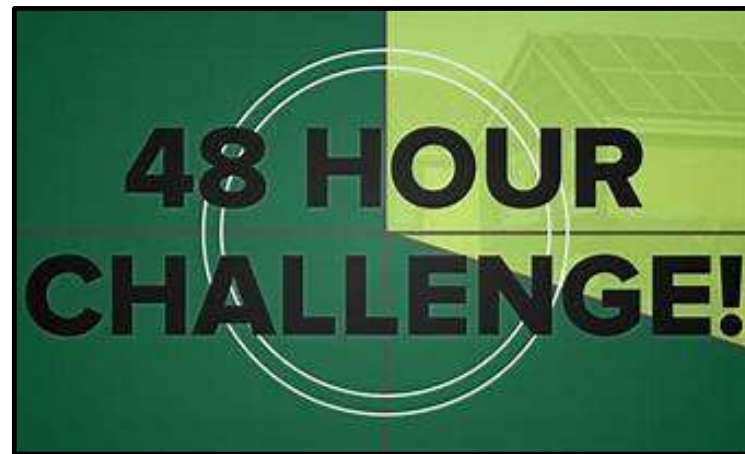
Provides a framework for how you want to communicate with each other

Provides a common language to facilitate more open, honest, and respectful dialogue

Gives permission to “behave” in the right way

Becomes a practical tool for your daily operations







Visioning Session: Past, Present, Future

Michael Audino, Senior Consultant

2021 Focus Areas



FOCUS AREA 1: Transparent, accessible, and efficient government, energized by engaged and informed residents

Redesign Web Site

- New design scheduled to launch March 9, 2022.
- Surveyed residents requesting feedback on their likes and dislikes of the site.
- Made web site more user-friendly.
- Contains information sought by residents with more emphasis on the search engine feature.
- Search engine facilitates information retrieval.
- Landing page is simple and easy to read.
- New one-click buttons and improved color designs.

Improve Communication Division

- Funded additional personnel in the communications division.
- PIO to be hired upon completion of background checks.
- Launched the “Palmetto Bay Connect” app.
- Launched the “Street by Street” app.
- Increased presence on Instagram to reach and engage with younger families.
- Increased funding for more and more expansive community events.

FOCUS AREA 2: Financial stability secured by focused economic development

Business Community Survey

- Completed first community-wide survey.

Well-Written Budget

- Annual budget was based on the Village mission and specific Council priorities.
- Funding allocated for the upcoming fiscal year addresses all the goals established by the Council. One of the Council's goals is financial stability.
- Reestablished the FPL Franchise to 6%.
- Increased the ad-valorem (property tax) rate from 2.235 mills to 2.4 mills.
- Maintained AAA bond rating.
- Increased reserves to levels that far exceed those set in GFOA guidelines.

VILLAGE OF PALMETTO BAY
GENERAL FUND REVENUE STATUS
AS OF FEBRUARY 2022

	<i>Adopted Budget</i>	<i>Year-to-date Revenues</i>	<i>Balance</i>	<i>Prct Rcvd</i>	<i>Months of Data</i>
AD VALOREM	7,777,716.00	7,162,526.03	615,189.97	92.09	5
UTILITY SERVICE TAXES	2,480,000.00	263,341.48	2,216,658.52	10.62	1
COMMUNICATION SERVICES TAXES	800,000.00	227,412.47	572,587.53	28.43	3
LOCAL BUSINESS TAX	90,000.00	19,666.14	70,333.86	21.85	5
FRANCHISE FEES	1,450,000.00	280,868.36	1,169,131.64	19.37	2
OTHER PERMITS AND FEES	228,000.00	61,571.20	166,428.80	27.00	5
STATE SHARED REVENUES	2,449,750.00	577,324.49	1,872,425.51	23.57	2.5
PASSPORT SERVICES	30,150.00	34,239.45	-4,089.45	113.56	5
PUBLIC SAFETY	7,500.00	3,375.29	4,124.71	45.00	5
CULTURE/RECREATION	747,250.00	397,499.47	349,750.53	53.19	5
COURT-ORDERED JUDGEMENTS AND FINES	53,500.00	11,882.78	41,617.22	22.21	2
LOCAL ORDINANCE VIOLATIONS	50,000.00	69,839.65	-19,839.65	139.68	5
INTEREST AND OTHER EARNINGS	45,000.00	6,428.33	38,571.67	14.29	4
RENTS AND ROYALTIES	187,580.00	108,980.70	78,599.30	58.10	5
CONTRIBUTIONS AND DONATIONS	0.00	34,850.00	-34,850.00	0.00	5
OTHER MISCELLANEOUS REVENUES	95,000.00	46,389.26	48,610.74	48.83	5
Grand Total	16,491,446.00	9,306,195.10	7,185,250.90	56.43	

ABOVE BUDGET ESTIMATE

BELOW BUDGET ESTIMATE

VILLAGE OF PALMETTO BAY
GENERAL FUND EXPENDITURES
AS OF FEBRUARY 2022

	<i>Adopted Budget</i>	<i>Year-to-date Expenditures</i>	<i>Balance</i>	<i>Prct Used</i>
LEGISLATIVE	191,931.00	62,842.45	128,863.55	32.86
EXECUTIVE	733,371.00	243,500.33	488,970.67	33.33
FINANCIAL	1,100,179.00	310,268.72	780,941.78	29.02
LEGAL	354,991.00	112,696.86	242,294.14	31.75
COMPREHENSIVE PLANNING	439,935.00	154,451.84	285,483.16	35.11
OTHER GENERAL GOVERNMENT SERVICES	2,211,340.00	546,037.82	1,641,752.93	25.76
LAW ENFORCEMENT	7,767,611.00	1,885,390.21	5,882,220.79	24.27
PARKS AND RECREATION	2,921,553.00	872,672.66	2,033,578.14	30.39
TOTAL	15,750,911.00	4,187,860.89	11,563,050.11	24.27
Year To Date Target				41.67

FOCUS AREA 3: Well-planned and maintained public assets and an attractive built environment resulting from responsive land use planning and zoning

Update Parks Master Plan

- Issued a Request for Proposals (RFP) for a consultant to create a comprehensive master plan.
- Selected and entered into an agreement with Bermello, Ajamil, and Partners, Inc. Conducted kick-off meeting between staff and Bermello on January 21, 2022. Project in progress.

Maintenance and Repair of Village Assets

- Created a new budgetary line item for routine maintenance expenses related to Village buildings, equipment, vehicles, tools, and electronic and computer systems.
- Resurfaced roads at 11 locations.
- Beautified the US 1 center island between SW 144th Street and Coral Reef Drive.
- Placed a new art piece for the traffic circle at the intersection of SW 168th Street and SW 82nd Avenue.
- Approved a contract for the renovation of the sports fields at Coral Reef Park. Completed July 2021.
- Authorized the purchase and installation of a new picnic pavilion at Coral Reef Park. Completed September 2021.
- Approved funding to design the future Veterans' Park. Entered into an agreement with Kimley-Horn & Associates for design and construction drawings. Project in progress.
- Adopted a resolution directing staff to prepare all necessary zoning amendments to limit building heights to 45 feet in the Village.

FOCUS AREA 4: A walkable, bikeable community with access to multimodal transportation options

Multi-Modal Mobility Enhancing Projects

- Completed Franjo Road improvement project.
- Continue Safe Routes to School project.
- Reconstruction of SW 136th Street from US 1 to Old Cutler Road.
- Construction of a new shared-use path on SW 136th.

Complete Palmetto Bay Path

- Studying site conditions to determine the cost of a future perimeter walking and bicycle path around the Village to increase its connectivity.
- Initiated study of the feasibility of providing various pedestrian and bicycle trails throughout the community.

FOCUS AREA 5: A consistent priority on ensuring Palmetto Bay is a safe community

Community Emergency Response Team

- Partnered with Miami-Dade County's Emergency Management Department to organize and launch a community-wide Community Emergency Response Team (CERT) training.
- Launched the "Palmetto Bay Connect" app to aid in communications.

Encourage School-Based Programs by Police

- Focus on RAD (Resisting Aggression Defensively) for kids and RAD (Rape Aggression Defense) for women.
- Police officers continue to engage school-aged children through important educational programs such as DARE (Drug Abuse Resistance Education.)

FOCUS AREA 6: Environmental Stewardship and Sustainability

Improve Community Rating System

- Council-approved task force is currently working on identifying flooding mitigation principles that Village residents can employ to reduce the effects of flooding.

Engage Community Youth

Youth Community Involvement Board

Volunteer Opportunities

Counselor in Training (CIT) Program

Photography Contest

First Responders Poem and Poster Contest

Recreation Softball League

Performances from local area schools at events

Movie Nights

Kayak Adventures

Special Events

Tennis Programs

Summer Camp

FOCUS AREA 7: Outstanding Opportunities for Lifelog Learning

Village Parks

- Set aside funding to rebuild the demolished recreation room at Coral Reef Park.

Senior-Oriented Programs

- Parks and Recreation Department organized monthly virtual gardening and painting classes.
- Seniors also enjoyed socializing with one another during the virtual bingo games.
- Nature-based photography sessions at Thalatta Estate Park and Coral Reef Park.
- Online, live cooking class with renowned Chef Carlos Sarmiento.
- Partnership with South Miami-Dade Cultural Arts Center for reduced ticket fees on selected rows.
- Gentle Yoga by the Bay.
- Active Adults “Tickets & Tours”
- Senior game day lunch & learn.

Community Survey - ETC Recommendations

Village Service that should receive the most emphasis over the next two years

(percentage of respondents who selected the item as one of their top three choices)

- | | |
|--|-----|
| •Flow of traffic/congestion management | 72% |
| •Maintenance of streets/sidewalks/infrastructure | 52% |
| •Quality of police service | 46% |
| •Quality of parks & recreation programs/facilities | 27% |
| •Efforts to ensure the community is prepared for emergencies | 22% |

New Initiative Ranking

TOP

2



thank you!

