

Strategic Plan Workshop Minutes

Florida Keys Mosquito Control District
Marathon Office
503 107TH St. Marathon, FL 33050

March 14, 2023 1:13 PM

The Board of Commissioners of the Florida Keys Mosquito Control District held a Strategic Plan Workshop on Tuesday, March 14, 2023.

Present Were: Phillip Goodman, Chairman; Dr. Stanley Zuba, Vice-Chair, Tom McDonald, Secretary-Treasurer; Brandon Pinder, Commissioner; Jill Cranney, Commissioner; Andrea Leal, Executive Director; Janette Smith, Board Attorney.

Employees Present: Mikki Coss, Director of Operations; Bruce Holden, Director of Finance; Michael Behrend, Director of Human Resources; Robert Lee, Director of Aircraft Maintenance; Chad Huff, Public Education & Information Officer; Deanna Darias, Executive Assistant; Tony Nunez, Chief Technology Officer.

GUESTS PRESENT: None

APPROVAL OF AGENDA: *Commissioner Goodman asked the Board if there were any corrections or additions to the agenda, having none, the agenda was unanimously approved.*

Chairman Goodman announces the purpose of this workshop is to review the 3-year Strategic Plan.

DISCUSSION: The Executive Director, Andrea Leal, informed the Board that the major objectives of this workshop were to emphasize the three-year strategic plan for the FKMCD from 2023 to 2026. In order to effectively concentrate on the District's objective, Director Leal discussed the mission statement. She detailed our most recent SWOT analysis from 2017 and requested input from the board. The Board then requested the addition or deletion of certain items.

Pesticide resistance, domestic mosquito control methods, carbon footprint reduction, public awareness of mosquito control methods, operational safety procedures, use of technology to maximize resources, employee retention and health initiatives, capital projects, and reducing pesticide resistance were among the plan's priority areas. The goal of lowering our carbon footprint was discussed to determine whether it might be relocated to another part of the plan. We reside in an environmentally sensitive location, therefore Commissioner Zuba urged that we keep this in our plan since he thinks it's crucial for our community. The Board agreed with Director Leal's suggestion to change the name to make it more environmentally conscious.

Director Leal reviewed the accomplishments for each priority area since the 2017 three-year strategic plan and spoke into great depth about the objectives set for each important area in the next 2023–2026 three-year strategic plan. The Board thoroughly discussed each topic and offered their opinions on specific issues. It was proposed to include the cost and return on investment for each of the goals. Chairman Goodman advised expanding the use of our APP and publishing pieces in newspapers more frequently to raise public awareness. Director Leal advised we are planning on having open house in the next fiscal year and doing a public survey. The operational safety procedures should include our hurricane plan, per Chairman Goodman's request. Affordable housing came up during the discussion of staff retention and health initiatives, and it was suggested that we look at how other government organizations are tackling this county-wide issue to see if we can adopt their approach. Commissioner McDonald requested that we use our website or social media to inform the public about employee innovations.

Chairman Goodman commended Director Leal for putting together a good plan for the 2023-2026 strategic plan. Director Leal commended the management staff for assisting with the plan.

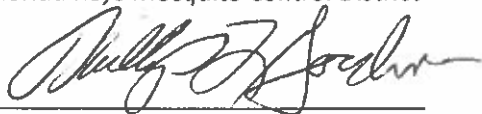
ADJOURN: There being no further business to come before the Board, the workshop was adjourned.

Respectfully submitted,



Andrea Leal
Executive Director

Board of Commissioners
Florida Keys Mosquito Control District



Phillip L. Goodman, Chairman



Thomas McDonald, Secretary-Treasurer

For additional information, please refer to www.keysmosquito.org.