

Clearwater City Manager 2025 Goals

Clearwater City Manager Jennifer Poirrier

Period covering: 10-24 thru 9-25

Goal #1 Work with stakeholders to create and implement economic opportunities for Clearwater.

Specific: Collaborate with the County to create a comprehensive plan regarding their vacated properties that supports job creation, private investment, broadened tax base, and economic opportunities in Clearwater. Create alignment between economic development/housing's work plan, policies/practices with organizational objectives. Develop and engage relationships within the region to foster and implement opportunities across the city.

Measurable:

Will collaborate with the County's task force and consultants, guiding the City's task force to support outcomes aligned with our strategic plan and objectives, and will keep stakeholders updated and engaged. Will fill key positions to create a cohesive team that will meet organizational objectives timely. Will lead, engage, coordinate with staff and key stakeholders to attract, evaluate and implement viable economic opportunities.

Achievable:

By the end of the FY, a conceptual plan for the Pinellas County properties will be initiated and communicated. Key positions in City Manager's office and economic development will be filled and or repurposed to align with organizational strategies and goals. All economic development opportunities will be fully leveraged, by maximizing resources and partnerships to ensure sustainable growth and long-term success for the city.

Relevant:

One of our top priorities listed in our strategic plan goal is to foster a prosperous and enduring economy that promotes opportunities for all, under that goal the objectives are outlined that will be adhered to in this project. With the number and significance of current economic opportunities and the filling of key positions, this goal will touch every major objective in our strategic plan.

Timely:

This project will extend over several years, but there will be strategic milestones achieved during this review period.

Goal #2 Implementation of Strategic Plan

Specific:

We will implement the strategic priorities into the budget, ensuring appropriately resourced and complete those goals (see work plan from FY 23/24 and will attach new plan in Jan 2025.)

Measurable

Proposed budget will be developed from the strategic planning session that align with Council strategic priorities and direction. Projects brought forward to Council will have strategic objectives identified, as per the work plan from 23/24 and new plan that will be developed in Jan 2025.

Achievable:

Strategic planning sessions to include a new work plan will begin in January. Budget will be presented in July with the strategic priorities listed and funded. Priorities will be moved forward towards completion.

Relevant:

Council and staff dedicated significant time and resources to developing the Strategic plan, it was unanimously adopted and annually will be updated with a priority list that will be implemented via the budget process.

Timely:

The work plan has timelines built in, that can be reviewed for timeliness at conclusion of evaluation period.

Goal #3 Provide direction and leadership focused on transparency, accountability, and efficiency with a focus on communications and becoming a premier employer and community.

Specific:

We will create, implement and train on meaningful policies/best practices that speak to accountability and efficiency. We will continue to develop and implement dashboards throughout the organization and establish key benchmarking opportunities to measure our progress and report on such. We will maintain the pay and class plan with demonstrated impacts on recruitment/retention and be able to report on those impacts. We will continue development training for succession planning. City Administration and senior executive team will be assessable and visible to the community.

Measurable:

Additional dashboards will be developed and launched on our website, pay and class plan will be maintained via budget and police and fire contract completion, executive leadership academy will be in place with the inaugural class reporting back, and community/employee engagement will have occurred with reportable updates distributed.

Achievable:

All items listed speak to the strategic plan and will be brought forward to Council, and or are resourced for implementation.

Relevant:

Council and staff dedicated significant time and resources to developing the Strategic plan, it was unanimously adopted along with a priority list that can now be implemented. This goal specifically speaks to multiple priorities with High Performing Government, Community Well-Being, and Superior Public Service.

Timely:

All items will be developed/presented by October.