

Meeting held via Zoom and called to order at 7:01 p.m. by Carl Schrader, president.

Vice Mayor Kathleen Beckman presided over the oath of office for President Carl Schrader, Secretary Jared Leone and Treasurer Rudy Michalek. Vice President Bill Jonson was not present.

Micah Maxwell, chief innovation officer with the city's Office of Innovation. Presentation on Office of Innovation.

Office was created in June. Developed by former CM Jon Jennings, with support from council. It comprises the sustainability, cultural, neighborhoods and innovation departments.

"Having different kinds of conversations. Changing what we're talking about and how we're talking about it," Maxwell said. "We were always going to have to change after Mr. Horne left the city."

October 1 with the new budget year was when new departments started. Worked to realign departments. Maxwell shared some examples. Focus was on getting answers to six questions from all departments.

Why do we exist? How do we behave? What do we do? How will we succeed? What is most important, right now? Who must do what?

The Office of Innovation is focused on driving progress within the community.

Maxwell took questions.

Kathleen Agnew asked about an announcement of the firing of CM Jon Jennings to the community.

Maxwell said the Public Communications Department would be the place for those announcements. He suggested talking to individual council members about their reasons.

Cheryl Acton asked about not getting phone calls returned working with different departments. How to get help? Define what is the culture of the city? Define what is progress?

Maxwell said he is about "blowing things up" and challenging concepts in place over time. Maxwell said it is important to ask questions and demand answers. Maxwell said it was purposefully not defined because it could mean different things to different people.

Karen Cunningham complimented the city's investment in music but asked about more investment in visual arts. She asked about bringing in smaller galleries and offering opportunities for local artists.

Maxwell said bringing the three departments together (sustainability, cultural affairs, neighborhoods) in the Ool to leverage better benefits to the community.

Glenna Wentworth commented on the importance of social, economic and environmental values in the Ool.

Maxwell said he can be contacted at 727-562-4058 and micah.maxwell@myclearwater.com.

Vice Mayor Kathleen Beckman shared background and an update on the strategic planning process. She said it's been an ongoing process for the last three years. The strategic plan that is being updated is more than 10 years old. Getting ready for a fourth facilitator in early February. Three previous facilitators of the process were not able to complete the entire process.

Plan will help guide/focus budget allocations/resources for the next five years. Beckman suggested looking at the Pinellas County strategic plan one pager.

Carl Schrader asked about the previous facilitator work would be used moving forward. Beckman said it would.

Rudy Michalek questioned how will council get consensus on strategic plan with limited public discussion.

Beckman said longer meetings would be a way to get more discussion. She suggested more background information for the process.

Richard DeSantis said a strategic plan should be reasonable, sustainable and measurable.

Beckman agreed that things should be measurable.

Beckman used the remainder of time to mention community events. The Dr. MLK Day Celebration and the Point in Time count of people who identify as homeless.

Karen Cunningham update on CNC Sustainability Conference. The fourth sustainability conference theme is "Save energy, save money." The cost of living, maintaining a home and driving a car continues to rise. Conference is at 9:15 a.m. Feb. 4 at the Morningside Recreation Complex, 2400 Harn Blvd.

Cunningham asked for any volunteers and to contact her.

Samantha Moullet, neighborhood services manager, neighborhood update. Moullet shared some community events. Neighborhoods Day is March 25. Applications are open to neighborhoods. Human Trafficking Training is Feb. 9. ARPA funding is available to anyone in the community. Moullet gave a rundown of additional events for January and February.

Beckman asked about the Human Trafficking event at BayCare ballpark.

Wentowrth asked about the grant money.

Moulet said the grant money is \$300 this year. \$100 additional money is available for a sustainability component.

New Business: Carl Schrader asked about meeting on Zoom or in person.

Cunningham suggested meeting in person quarterly.

Michalek suggested a hybrid meeting.

Schrader said the meetings have to be either in person or Zoom. No hybrid meetings.

Motion was made by Cunningham and seconded by Michalek. Meeting will be in person quarterly starting in March.

No July meeting motion made and passed unanimously.

Schrader thanked Kelly Kelly for her work previously as secretary and Liz Drayer for her impact as environmental advisor.

Schrader asked about producing a series of high quality videos to help neighbors including how to create a neighborhood association, how to create a non-profit for YouTube. Would need to fundraise for money to develop them.

Michalek asked about Bill Jonson getting sworn in. Beckman swears in Jonson.

Jonson thanked Beckman for her work through the process of changing the CM. Jonson said strategic planning was slow and needs more focus from council and expediency by CM.

Schrader seconded also thanked the council for their work through the CM process and said some of the issues that came up were deal breakers.

Schrader adjourned the meeting at 8:38 p.m.