

DUNEDIN

Home of Honeymoon Island

DOWNTOWN DUNEDIN BUSINESS TASK FORCE



PROGRESS REPORT November 15, 2022



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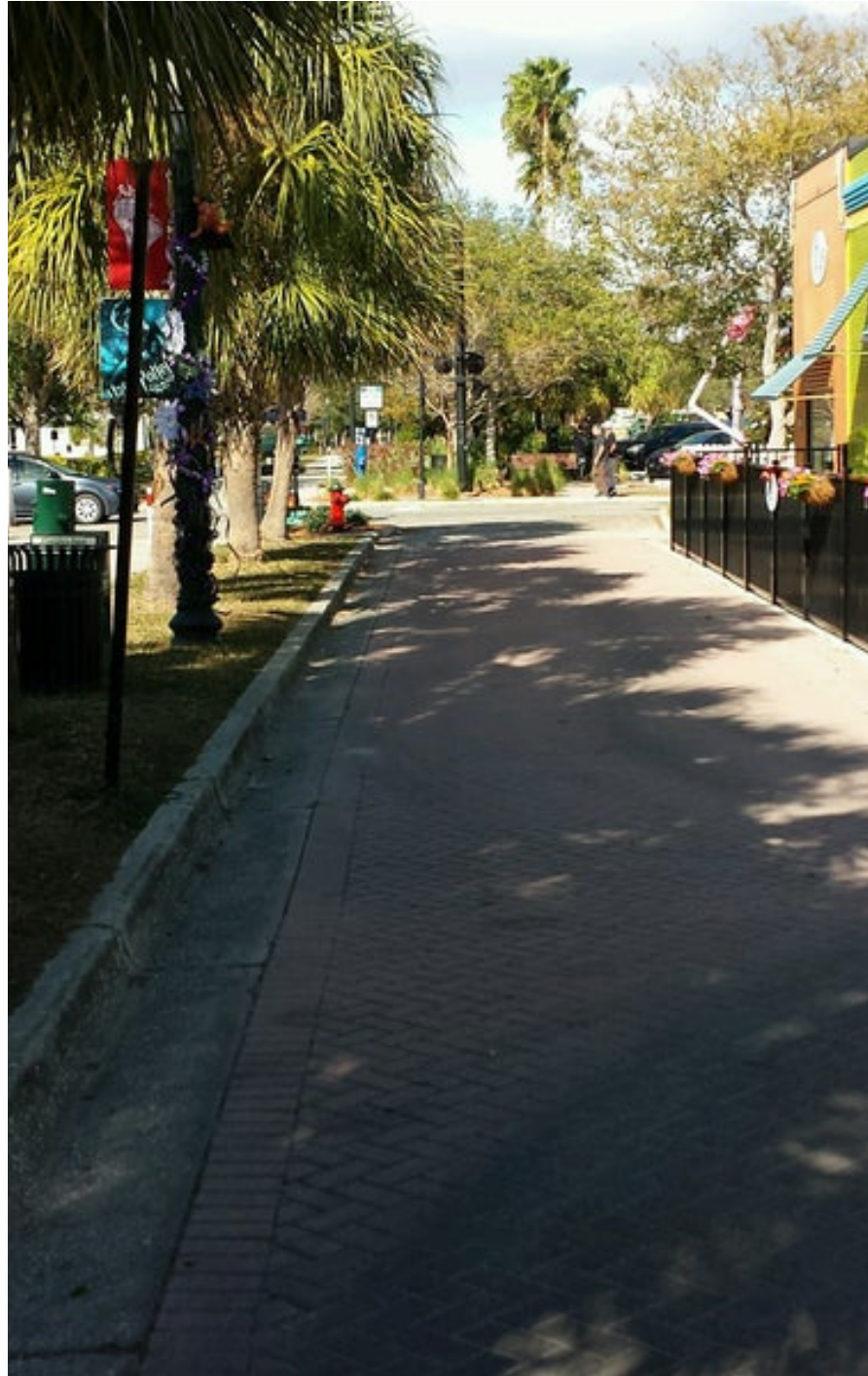
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A Message From the City Manager

First and foremost, I must applaud the efforts of the participants of the Downtown Task Force, for both your dedication to our great City and the time you invested to making Dunedin a better place to live, work and play. For many of us, this journey began on very different paths but we sought to work together to better understand each other and each of our challenges. We started with respect, open-mindedness, positivity, and civility as the foundation of our discussions and I'm proud to have been a part of something that was both challenging and rewarding.



A key priority was to ensure the Task Force provided equal representation across the community with retail businesses, hospitality establishments, residents, and City Staff.

Our first session identified alignment as our goal to understand common issues and figure out the best solutions and way forward. While at times the process of the Task Force may have seemed daunting, at the end of the day, we came to several direct, aligned, and achievable priorities.

We all, both those participants and our citizens and businesses reading this report, have more work ahead. The City will endeavor to continue to provide clear and open communication on the advancement of these items and to achieve the goals set out by the Task Force. The work that the Task Force and the Working Group have committed and continue to commit to this process is critical for the success and to ensure the common ground gained is not lost. In every step of the way, success depends on all of us doing our part and I look forward to working with and along side you to make these priorities become our success stories.

- ✔ Connect Businesses, Residents, and City Staff
- ✔ Provide equal representation
- ✔ Establish Common Ground
- ✔ Develop a Vision for Downtown
- ✔ Create a Platform for Public Discussion

Sincerely,

Jennifer K. Bramley, ICMA Credentialed City Manager
Dunedin City Manager

Task Force Facilitated Sessions

Over the course of two months, the Task Force met 4 (four) times for a two hour workshop held at the Dunedin Public Library. The purpose of these workshops was to identify key issues facing Downtown Dunedin, find alignment around key successes, understand the action steps needed for success and prioritize the key issues.

Identifying Key Issues

September 12, 2022

9:00am Welcome & Introductions
9:15am Purpose of Task Force
9:30am Identifying Key Issues Downtown
10:15am Stretch Break/Public Comments
10:25am Defining OUR Success
10:50am Wrap-Up & Next Steps

Defining Success

September 26, 2022

9:00am Welcome & The Recap
9:15am Defining OUR Success
9:30am Framing the MISSION
10:15am Stretch Break/Public Comments
10:25am ACTION STEPS: The 3 P's
10:50am Wrap-Up & Next Steps

Framing the Issues

October 10, 2022

9:00am Welcome & The Recap
9:15am Framing the MISSION
9:30am ACTION STEPS: The 3 P's
10:15am Stretch Break/Public Comments
10:25am Prioritization Framework
10:50am Wrap-Up & Next Steps

Prioritization of Action Items

October 24, 2022

9:00am Successes & Accomplishments
9:10am ALIGNMENT: Taskforce Focus Areas
9:25am City Initiatives
9:45am Prioritization Framework
10:00am Stretch Break/Public Comments
10:10am Next Steps

Task Force Members

The members of the Task Force: were selected by city leadership through an application process focused on four key downtown stakeholder groups: Residents, Businesses, Hospitality and Retail/Office.

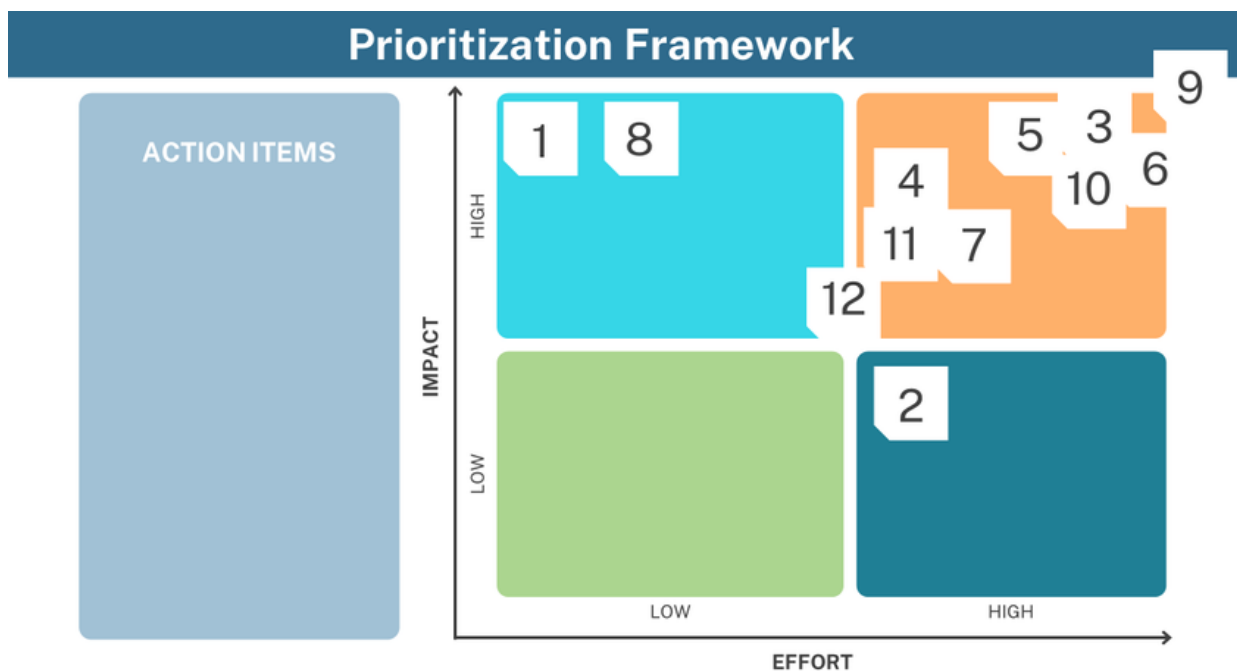
Name	Affiliation	Representing
Pam Pravetz	Chamber	Chamber
Gregory Brady	Chamber	Chamber Alternate
Andy Polce	HOB	Hospitality
Grant Painter	Woodwright	Hospitality
Kandi Bryant	Dunedin Brewery	Hospitality
Kathy Carlson	Blur Night Club & Show Bar	Hospitality
Kimberly Platt	Honu	Hospitality
Bren Cueni	Cueni Brewery	Hospitality Alternate
Jason Seibert	Flanagan's	Hospitality Alternate
Jody Pucello	Wild Iris	Hospitality Alternate
Ellen Hale	Bon Appetit	Hospitality Alternate
Bill Weldon	Resident	Resident
Kevin Benjamin	Resident	Resident
Melody Urso	Resident	Resident
Ralph Shenefelt	Resident	Resident
Sally Caron	Resident	Resident
Matt Fix	Resident	Resident Alternate
Michael Carroll	Resident	Resident Alternate
Shannon Smith	Resident	Resident Alternate
Jennifer Dorr	Citrus Styles	Retail/Office
John Freeborn	Freeborn Law	Retail/Office
Ken Schumann	Dunedin's Dry Cleaner	Retail/Office
Marissa Conrad	Woof Gang	Retail/Office
Tiffany Potter	Local Tiki	Retail/Office
Anna Constantine	Andrew Stinette P.A.	DDMA Representative
Cameron Campbell	DIFF	Retail/Office Alternate
Isaac Wasilefsky	Chelsea Cashew Ice Cream	Retail/Office Alternate
Kathleen Vogt	Enchanted Spirits	Retail/Office Alternate
Katie Ducharme	The Katie Whitney Team	Retail/Office Alternate
Patt Miles	Go Tonight	Retail/Office Alternate
Shane Worth	formerly Worth's Flooring	Retail/Office Alternate

Workshop Accomplishments

The Task Force was able to find alignment around 12 key action items/issues to address. These action items/issues were sorted into three categories, as seen below.

Prioritization Framework		
REBUILDING RELATIONSHIPS WITH RESIDENTS AND BUSINESSES	SIGNAGE/PARKING/ CODE ENFORCEMENT/ NOISE	REPUTATION OF THE CITY
1 Identify community liaisons to serve as ambassadors between residents and businesses	6 Evaluate current codes for practicality of enforcement	10 Expand events and music festivals to include 4th of July
2 Host monthly socials between residents and businesses	7 Develop a strategy to ensure proper interpretation and respect of noise ordinance	11 Social Media-Promote the positive
3 Develop Community Core Values	8 Create a BRC Council for on-going communication and regular meetings	12 Collaborative efforts among downtown community
4 Task Force members shall serve as champions for not engaging on social media	9 Assess signage ordinance to determine if supportive of businesses and proper safety measures	
5 Implement an Outdoor Hospitality Initiative		

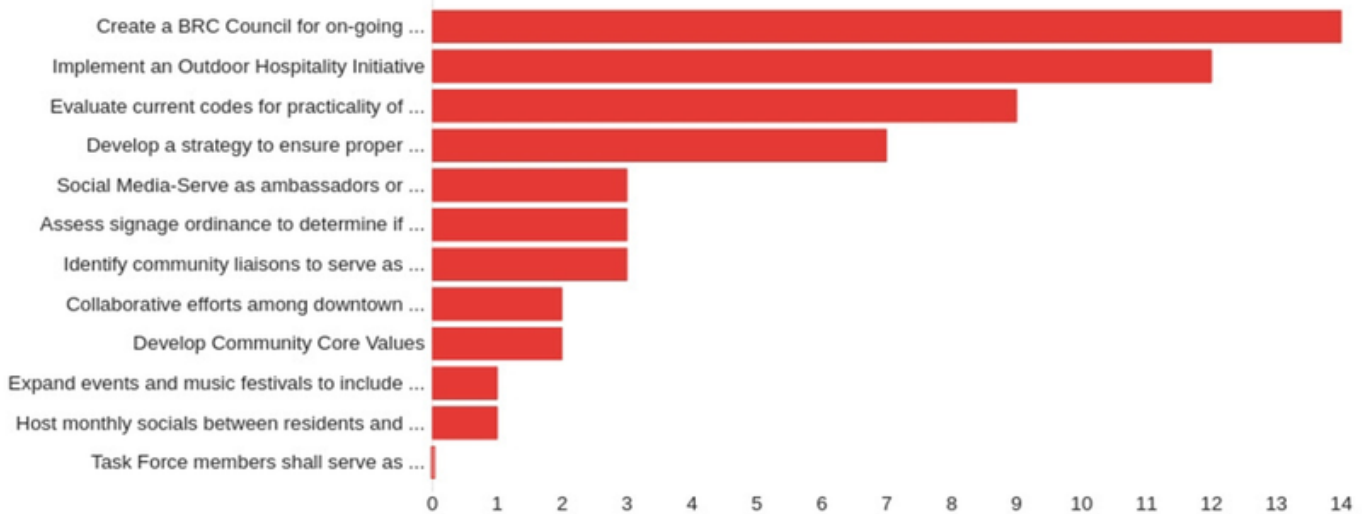
Once there was alignment from the Task Force on the key action items/issues, the facilitator introduced a prioritization activity that allowed for the Task Force to collaboratively place each numbered key action item within the the matrix below based on the amount of anticipated effort and impact each of these items could require.



Workshop Accomplishments

Prioritization of Action Items

Task force members were asked to prioritize their top three action items. The graphic below illustrates the frequency each of these action items were marked as a Top 3 priority.

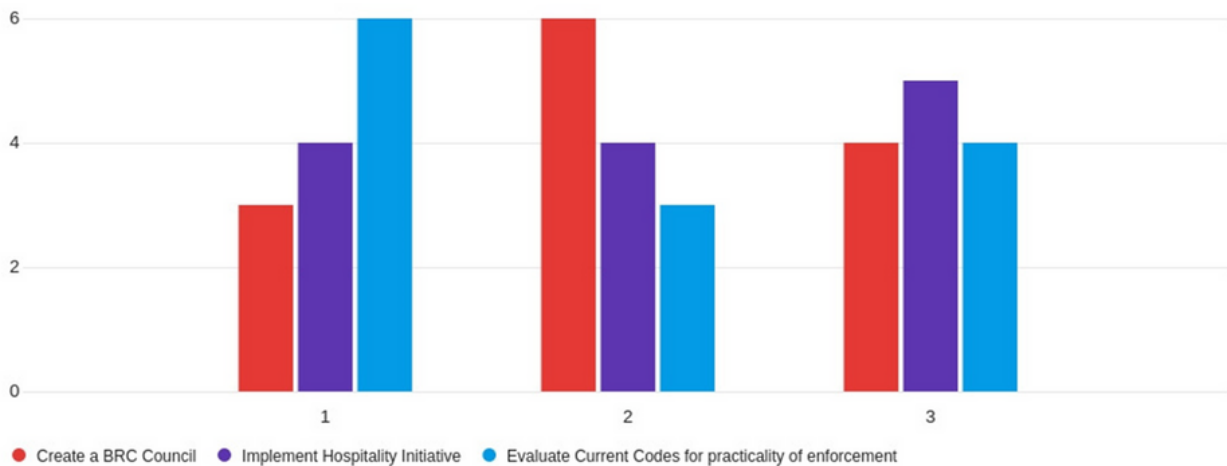


The top three priorities were:

- Create a BRC Council for ongoing communication and regular meetings
- Implement an Outdoor Hospitality Initiative
- Evaluate current codes for practicality of enforcement

Ranking Top Action Items

Then, task force members were asked to then rank those top three rated action items in order of importance. The illustration below shows the frequency each of the action items were rated as the #1 priority, the #2 priority, and the number # priority.



In order, the top ranked priorities were:

1. Evaluate current codes for practicality of enforcement
2. Create a BRC Council for ongoing communication and regular meetings
3. Implement an Outdoor Hospitality Initiative

Recommendations

Based on the four workshops, stakeholder input and information gathered, the following recommendations should be considered:

- The City will continue frequent and transparent communication with the Downtown Businesses and Key Stakeholders
- Dunedin Downtown Task Force will work with the City to create a Business-Resident-City Council focused on the outcomes of the workshop series
- Develop an Action Plan for the BRC Council over the next 12 months
- Collectively (Businesses, Residents, City) work to determine the best strategy for evaluating current codes (parking, noise, code enforcement, signage, etc)
- Determine criteria for a definition of "practicality" of enforcing current codes as listed in recommendation #3 above that affect Downtown Businesses
- Consider providing a timeline and regular updates for the implementation of the Hospitality Initiative to all stakeholders
- Ensure there is a holistic approach to the Downtown Business Task Force

Goal Statements:

1. Improved relations with businesses, residents and the City
2. Address the signage, parking, noise and code enforcement issues experienced by all stakeholders
3. A stellar reputation for the City throughout the community and beyond

Action Items:

Goal 1: Improved relationships with businesses, residents and the City

- Create a BRC Council for on-going communications and regular interactions
- Identify community liaisons to serve as ambassadors between residents and businesses
- Host monthly socials between residents and businesses

Goal 2: Address the signage, parking, noise and code enforcement issues experienced by all stakeholders

- Review current codes for reasonable and practical enforcement
- Develop a marketing campaign to educate residents and businesses on the do's and don'ts of the noise ordinance
- Evaluate the sign ordinance to determine economic viability for businesses and protection of public safety for the community
- Implement a Outdoor Hospitality Initiative that respects the needs of the businesses, desires of residents and abilities of the City

Goal 3: A stellar reputation for the City throughout the community and beyond

- Adopt Community-Wide Core Values by all stakeholders
- Establish and promote a positive social media presence
- Expand events and festivals to ALL sectors of the community

Next Steps

Residents

Representative: Kevin Benjamin
Alternate: Sally Caron

Hospitality

Representative: Kimberly Platt
Alternate: Grant Painter



Businesses

Representative: Isaac Wasilefsky
Alternate: Jennifer Dorr

City

Representative: Jennifer Bramley
Alternate(s): City staff as needed,
depending on area of discussion

Conclusion



The visionary leadership of the City, real concern of dedicated residents and loyalty of business owners to the community is the recipe needed for success. While Task Force participants acknowledged there is no ONE entity that can resolve these issues, it is their hope that it lays the groundwork for greater collaboration among all who seek to improve the quality of life for all of the residents of the City of Dunedin.

Sessions facilitated and report prepared by:

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