

RESOLUTION 2011-32

A RESOLUTION ADOPTING THE TOWN OF LONGBOAT KEY VISION STATEMENT, MISSION STATEMENT, AND CORE VALUES PLAN; PROVIDING FOR SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, in 2005, the Longboat Key Town Commission had a desire to preserve the unique characteristics of Longboat Key, while recognizing the need to plan for that preservation through necessary action steps, and authorized the development of a Vision Plan for the town; and,

WHEREAS, the Town Commission authorized the funding for and commissioning of a professional consultant to prepare a Vision Plan; and,

WHEREAS, the Town of Longboat Key Vision Plan contains goals and strategies for guiding the future of Longboat Key, including, but not limited to, protecting the natural environment, maintaining character of the island, preventing significant increases in density, maintaining a low-to mid-rise skyline, and preserving commercial areas that provide basic retail amenities on the barrier island, while preserving, protecting, and enhancing the quality and lifestyle of Longboat Key; and,

WHEREAS, the Vision puts forth specific action steps to implement the goals of the Vision Plan; and,

WHEREAS, the Town Commission formally accepted the Vision Plan, as amended, on November 5, 2007; and

WHEREAS, the Town Commission adopted Resolution 2011-13 adopting the Vision Plan, as amended, on February 7, 2011; and,

WHEREAS, on June 16, 2011, the Town Commission authorized the creation of a subcommittee to draft a Vision Statement for the Town of Longboat Key; and,

WHEREAS, the subcommittee met on July 12 and 13, September 7, 20, and 29, and October 12; and,

WHEREAS, the subcommittee presented the draft Vision Statement, Mission Statement, and Core Values to the Town Commission for consideration on October 20, 2011, with the intent to incorporate the document into the Town's Comprehensive Plan.

NOW, THEREFORE BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF LONGBOAT KEY, FLORIDA, THAT:

SECTION 1. The above Whereas clauses are ratified and confirmed as true and correct.

SECTION 2. Exhibit A, the Vision Statement, Mission Statement, and Core Values attached hereto, is hereby adopted by the Town Commission.

SECTION 3. If any section, subsection, sentence, clause or provision of this Resolution is invalid, the remainder of this Resolution shall not be effective.

SECTION 4. This Resolution shall become effective upon adoption in accordance with Law and the Charter of the Town of Longboat Key.

Passed by the Town Commission of the Town of Longboat Key on this 7th day of November, 2011.

/s/ James L. Brown

James L. Brown, Mayor

Attest:

/s/ Trish Granger

Trish Granger, Town Clerk

Attachment: Exhibit A: Vision Statement, Mission Statement, Core Values

EXHIBIT A

VISION STATEMENT

“Longboat Key is a beautiful place to live, work, and visit, where the natural assets of a barrier island combine with cultural and recreational amenities, visionary planning, and proactive leadership to enhance your way of life.”

MISSION STATEMENT

“To vigorously maintain and preserve Longboat Key’s status as a premier residential and visitor destination that supports the historic balance between residential, recreational, tourism, and commercial attributes, through a commitment to long-term and short-term planning excellence and measurable results.”

CORE VALUES

1. The **governance** of the town shall encourage **public involvement**, and maintain a high-quality, **stable workforce** that provides excellent **public services**, including **safety** and **disaster management**, within a framework of **sound fiscal planning**.
2. The town shall support well-designed and well-maintained **neighborhoods, communities, and commercial areas** through the regulation and enforcement of **landscaping and property maintenance codes** for the beautification of the island and protection of **property values**.
3. The town will identify and support **healthcare** providers, **adult education resources**, and **aging in place** facilities, which increase the ability of residents to locally access necessary services.
4. The town will strengthen the ability of businesses to thrive year round on Longboat Key by encouraging **commercial revitalization, development, and maintenance** through clear regulations and incentives that support **long-term planning** for vibrant integrated **commercial centers**.
5. The town will develop a **Gulf of Mexico Drive corridor plan** to ensure compatible development while creating attractive public spaces and sense of community.
6. The town will maintain Longboat Key as a **premier vacation destination** and enhance year round **tourism** through continued **revitalization, development, and maintenance** of tourism-oriented businesses and amenities such as; lodging, cultural attractions, restaurants, golf courses, tennis facilities and beaches.
7. The town will maintain and improve the quality and variety of island-based **recreational and educational opportunities**, including a high-quality **community center**, and will support and promote off-island recreational, cultural and urban attractions.
8. The town will pursue long-term **transit system** solutions that provide reasonable travel options within the town and off-island for residents, visitors, businesses and the local workforce, while maintaining and improving **traffic circulation**.
9. The town will protect the islands’ invaluable **natural resources** through **Best Management Practices (BMP)** and **coordinated regional solutions** for water quality, green building, irrigation, energy conservation, waste management, storm water and shoreline protection.
10. The town will continually identify and pursue appropriate **state-of-the-art technological infrastructures** that provide competitive advantages over other island resorts.
11. The town recognizes the need to provide suitable amenities for **visitors and residents of all ages**.