



The Village of Biscayne Park

600 NE 114th St., Biscayne Park, FL 33161

Telephone: 305 899 8000 Facsimile: 305 891 7241

AGENDA WORKSHOP BRANDING Log Cabin - 640 NE 114th Street Biscayne Park, FL 33161 Thursday, October 24, 2019 7:00 pm

In accordance with the provisions of F.S. Section 286.0105, should any person seek to appeal any decision made by the Commission with respect to any matter considered at this meeting, such person will need to ensure that a verbatim record of the proceedings is made; which record includes the testimony and evidence upon which the appeal is to be based.

In accordance with the Americans with Disabilities Act of 1990, persons needing special accommodation to participate in the proceedings should call Village Hall at (305) 899 8000 no later than four (4) days prior to the proceeding for assistance.

DECORUM - All comments must be addressed to the Commission as a body and not to individuals. Any person making impertinent or slanderous remarks, or who becomes boisterous while addressing the Commission, shall be barred from further audience before the Commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the Commission members present. No clapping, applauding, heckling or verbal outbursts in support or in opposition to a speaker or his/her remarks shall be permitted. No signs or placards shall be allowed in the Commission Chambers. Please mute or turn off your cell phone or pager at the start of the meeting. Failure to do so may result in being barred from the meeting. Persons exiting the Chamber shall do so quietly.



Indicates back up documents are provided.

1 Call to Order

2 Roll Call

Mayor Truppman

Vice-Mayor Samaria

Commissioner Johnson-Sardella

Commissioner Tudor

Commissioner Wise

3 Pledge of Allegiance

4 Public Comments Related to Agenda Items / Good & Welfare

Comments from the public relating to topics that are on the agenda, or other general topics.

5 Information / Updates

5.a Review of Branding Proposal



6 Adjournment



**VILLAGE OF BISCAYNE PARK
Village Commission Agenda Report
REGULAR MEETING**

Item # 5.a

TO: Members of the Biscayne Park Village Commission
FROM: Commissioner Betsy Wise
DATE: October 24, 2019
TITLE: Discussion of Village Brand Proposal

Recommendation

In furtherance of the efforts around the brand definition workshop we voted upon on January 8, 2018, and that I was asked to conduct, I am suggesting we review the work product that has resulted from the input of the residents, administration and staff.

Background

On Tuesday, April 16, 2019 we conducted a brand workshop. As the attached PPT reflects, between that session and the results of a mail-in survey, we have the sentiments of over 150 residents of this Village to incorporate into new statements of our Mission, Vision and Values. After allowing sufficient time for resident participation, this work was completed in early July, and has been reviewed and approved by Manager Manners. After public comment, the Commission's review, feedback, and any requested revisions, these elements can be used as guiding principles for the Village, and can sit on our website once it is updated.

Resource Impact: Administration time.

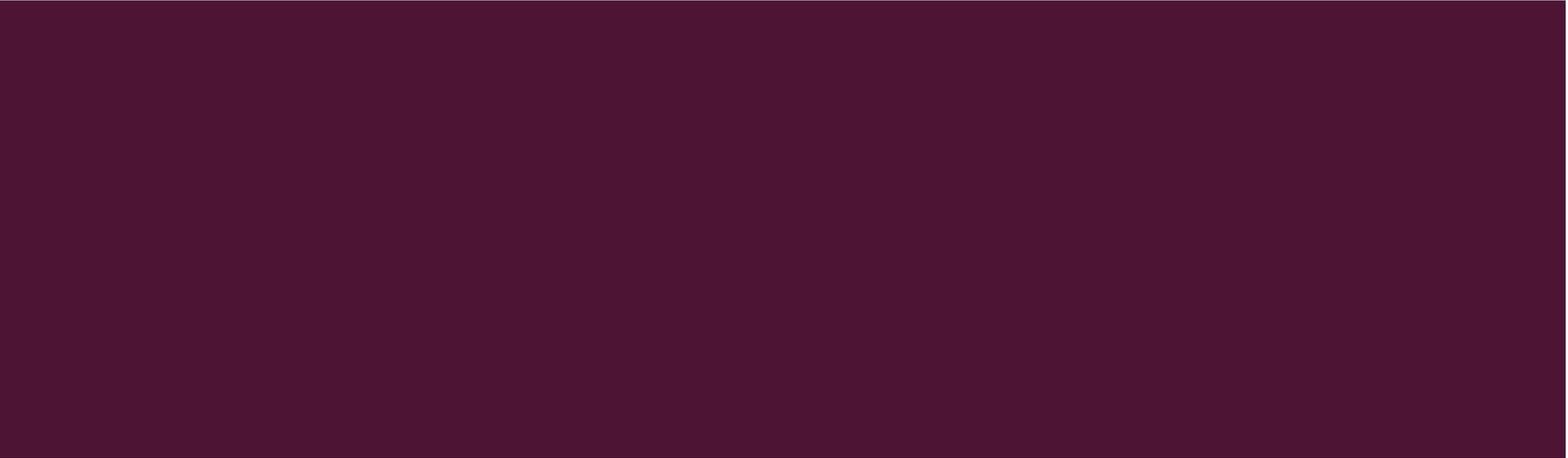
Attachment(s): VBP_BrandingProposal_v2.pptx

Prepared by: Betsy Wise



VILLAGE OF BISCAYNE PARK - BRANDING

PROPOSED ARTICULATIONS OF AUDIENCE INPUTS



SOURCES OF DATA

- Direct Mail Survey
- Online Poll
- Earlier Vision Work

SURVEY DATA

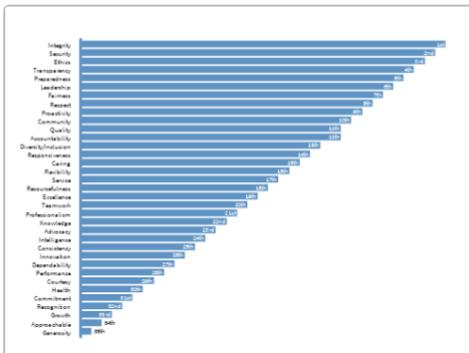
165 Residents responded, and ranked the initiatives in order of preference or priority with 1 being most preferred, and 9 being least. Therefore, those with the lowest score indicate highest preference or priority to our Residents.

1. Traffic calming
2. Reduce our millage
3. Median landscaping
4. Installation of pathways
5. Improvements to rec center facility
6. Conversion from septic
7. Annexation
8. Improvements to rec center programming
9. Dog park

	A	B	C	D	E	F	G	H	I
1	SURVEY QUESTIONS								
2	<u>Traffic</u>	<u>Median</u>	<u>Improvements</u>	<u>Improvements</u>	<u>Conversion</u>	<u>Installation of</u>	<u>Dog</u>	<u>Reduce our millage</u>	<u>Annex neighboring</u>
3	<u>Calming</u>	<u>Landcaping</u>	<u>to rec center</u>	<u>to rec center</u>	<u>from septic</u>	<u>walking/cycling</u>	<u>Park</u>	<u>rate to lower</u>	<u>commercial and high-</u>
4			<u>facility</u>	<u>programming</u>	<u>to sewer</u>	<u>pathways</u>		<u>property taxes</u>	<u>end like Miami Shores</u>
5	Total: 536	692	766	901	777	708	906	556	858

VALUES DATA

Identifying our Values: What are values, or core beliefs, are should guide all that we do. Who are we, as a Village? All the values listed here are important, but we'd like to know which are most important to YOU. Please choose ten, and then rank them in order of importance, with 1 being most important, and 10 being least important



Response options	Rank
Integrity	1st
Security	2nd
Ethics	3rd
Transparency	4th
Preparedness	5th
Leadership	6th
Fairness	7th
Respect	8th
Proactivity	9th
Community	10th

100%
Engagement

37
Responses

GROUPING LIKE VALUES

- Integrity (1), Transparency (4), Ethics (3)
- Security (2), Preparedness (5)
- Responsiveness (6), Accountability (10)
- Respect (7), Fairness (9)
- Community (7)

OUR VALUES

In the Village of Biscayne Park, we strive to provide residents, officials, and staff with a deep sense of community, realized through our Values.

Integrity In Government: all we do is guided by a commitment to ethical, transparent action intended to serve the best interests of our community.

Safety And Security: we establish and maintain measures to ensure public safety, and are prepared to protect our community.

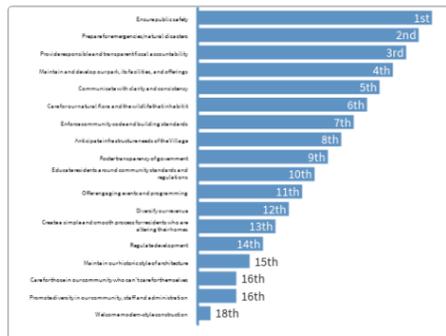
Accountability In Action: we are responsive and responsible, addressing needs as they arise, and owning our missteps when we make them.

Respect For All: we treat everyone fairly, and each individual equally as our conscience and Constitution demand; we favor no one individual's interests over another's.

Community And Caring: we are kind and gentle with one another, ensuring we foster a sense of welcome to all who visit us, and belonging in everyone who lives here.

MISSION DATA, PART I

Our Mission, Part 1: What is our purpose, as a Village? What should we be working on every day to make the Village a great place to live. All the efforts here are important, but which are most important to YOU? Please choose ten, and then rank them in order of importance, with 1 being most important, and 10 being least important.



Response options	Rank
Ensure public safety	1st
Prepare for emergencies/natural disasters	2nd
Provide responsible and transparent fiscal accountability	3rd
Maintain and develop our park, its facilities, and offerings	4th
Communicate with clarity and consistency	5th
Care for our natural flora and the wildlife that inhabit it	6th
Enforce community code and building standards	7th
Anticipate infrastructure needs of the Village	8th
Foster transparency of government	9th
Educate residents around community standards and regulations	10th



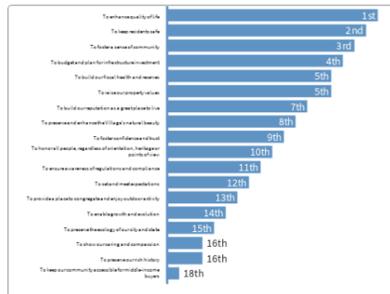
Engagement

22

Responses

MISSION DATA, PART 2

Our Mission, Part 2: Why do we engage in the efforts of our Mission? What do we hope to achieve? All the outcomes here are important, but which are most important to YOU? Please choose ten, and then rank them in order of importance, with 1 being most important, and 10 being least important.



Response options	Rank
To enhance quality of life	1st
To keep residents safe	2nd
To foster a sense of community	3rd
To budget and plan for infrastructure investment	4th
To build our fiscal health and reserves	5th
To raise our property values	5th
To build our reputation as a great place to live	7th
To preserve and enhance the Village's natural beauty	8th
To foster confidence and trust	9th
To honor all people, regardless of orientation, heritage or points of view	10th

100%
Engagement
21
Responses

OUR MISSION

Our Mission is to **enhance the quality of life in The Village of Biscayne Park**. So we protect and prepare our Village through responsible and respectful policing, comprehensive preparation and financial planning, and by informed stewardship of its natural beauty, flora and fauna. We strive to maintain and improve the value of our homes by continually enhancing our park and its offerings, and fairly but firmly educating, informing, and enforcing our code and building standards. That way, we **ensure that for residents, visitors, administration, staff, and officials, the Village of Biscayne Park is an ever-better place to live, work, and play, and is a safe, secure, warm, and welcoming community.**

- **What** we do
- **How** we do it
- **Who** we serve
- **Why** we do it

VISION DATA

Vision: If we work relentlessly at the efforts of our Mission, where will we be 10 years from now? What would be the ideal state for the Village, in YOUR opinion? All of these end states are important, but which matter most to YOU? Please rank with 1 being most important, and 14 being least important



Response options	Rank
Lowest crime rate	1st
Safest streets for pedestrians	2nd
Most beautiful green space of any municipality	3rd
Healthiest financials with hearty reserves	4th
Friendliest neighbors	5th
Most connected and caring community	6th
Highest property values	6th
Future-ready infrastructure	8th
State-of-the-art park, rec center, and offerings	9th
Exceptional code enforcement and compliance	10th

100%
Engagement

27
Responses

OUR VISION

The Village of Biscayne Park will continue to be **an oasis** in the heart of Miami, distinguished for its **natural beauty**.

It will be known for its **safe, secure, well-maintained streets, high-value homes, and state-of-the-art park and facilities**, where residents, staff, and visitors alike **are welcome** to live, work, and play in **peace and harmony**.

- **Most beautiful green space**
- **Lowest crime; Safest streets; Future-ready infrastructure; Healthiest financials**
- **Highest property values; Exceptional code enforcement**
- **State-of-the-art park and rec center**
- **Friendliest neighbors; Most connected and caring**



THANK YOU

