

Strategic Planning Workshop Minutes

Florida Keys Mosquito Control District
Marathon Office
503 107TH St. Marathon, FL 33050

April 9, 2024 1:43 pm

The Board of Commissioners of the Florida Keys Mosquito Control District held a Strategic Planning Workshop on Tuesday, April 9, 2024.

Present Were: Phillip Goodman, Chairman; Dr. Stanley Zuba, Vice-Chair, Bette Brown, Secretary-Treasurer; Brandon Pinder, Commissioner; Jill Cranney, Commissioner; Andrea Leal, Executive Director; Scott Black, Board Attorney.

Employees Present: Mikki Coss, Director of Operations; Bruce Holden, Director of Finance; Michael Behrend, Director of Human Resources; Chad Huff, Public Education & Information Officer; Deanna Darias, Executive Assistant; Tony Nunez, Chief Technology Officer; Justin Knowles, Pilot.

GUESTS PRESENT: None

APPROVAL OF AGENDA: *Commissioner Goodman asked the Board if there were any corrections or additions to the agenda, having none, the agenda was unanimously approved.*

Chairman Goodman announces the purpose of this workshop is to review the 3-year Strategic Plan.

DISCUSSION: The Board was informed by Andrea Leal, the Executive Director, that the main goals of this workshop were to highlight the FKMCD's three-year strategic plan, which runs from 2024 to 2027. Director Leal talked about the mission statement in order to focus on the District's goal. She asked for feedback from the board and went over our most current SWOT analysis.

The plan's top priorities included capital projects, employee retention and health initiatives, pesticide resistance, domestic mosquito control practices, increasing environmental sensitivity, public awareness of mosquito control techniques, operational safety procedures, and the use of technology to maximize resources and increase efficiencies.

Director Leal talked extensively on the goals established for each significant area in the next 2024–2027 three-year strategic plan and evaluated the achievements for each priority area since the 2017 three-year strategic plan. The Board deliberated about every subject in detail and shared their thoughts on particular problems.

According to Director Leal, we will continue working with Oxitec in 2024. We are also planning how FKMCD operations will affect box deployment and how we will employ Oxitec goods in the future. This year, they will finish an internal compensation study and examine the Educational Assistance Program, with a focus on allowing staff members to relocate within the District. This year, we will be putting out bids for all of our health benefits, which include dental, vision, and health. During the conversation on health initiatives and staff retention, the topic of affordable housing came up. It was recommended that we develop our own housing units and consider providing a monthly housing allowance. Chairman Goodman proposed that topic be discussed again in the June budget meetings. Director Leal advised that our Performance Measures and Goals & Objectives must be posted on our website by October 1st, 2024. A draft will be presented to the board at the July meeting and approved during the August meeting to meet the upcoming deadline. She would also like to have a Strategic Planning/Summit in the next fiscal year and will include that in the budget.

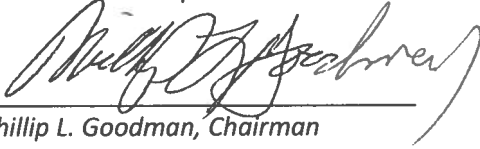
ADJOURN: There being no further business to come before the Board, the workshop was adjourned.

Respectfully submitted,

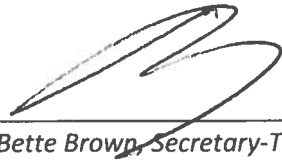


Andrea Leal
Executive Director

Board of Commissioners
Florida Keys Mosquito Control District



Phillip L. Goodman, Chairman



Bette Brown, Secretary-Treasurer

For additional information, please refer to www.keysmosquito.org.