

HR.1.6. Develop an in-house training curriculum for management positions	Need Analysis / Training Sessions.	HR	Annual
HR.1.7. Survey employees and analyze data to determine effectiveness of existing Wellness programs	Completed Survey/Data	HR	Annual
HR.1.8. Annual Benefit/Wellness Fair and employee appreciation picnic	Program Implementation	HR	Annual

APPENDIX

1. Exhibit I – Final Thoughts/Vision
2. Exhibit II - Gautier's Strategic Plan Project Objectives
3. Exhibit III - Community Strategic Planning Process
4. Exhibit IV – Town Hall Meeting Notes
5. Exhibit V – Needs Assessment Survey

EXHIBIT I: FINAL THOUGHTS/VISION

Through this Strategic Plan, the City of Gautier strives to...

- Plan for and manage the physical, cultural, intellectual, technological, and individual growth and development of all aspects of the community.
- Recognize the importance of our youth as the future of the community and our seniors as providing critical links to our past and a great resource to mentor youth and young families.
- Seniors and youth are accorded special attention and resources in recognition of their unique and critical roles in the community.
- Gain its strength from the cohesion and quality of its neighborhoods. Neighbors in Gautier know one another, help others in need, take pride in the quality of the social and physical environment of their neighborhoods, and take an active role in helping the youth and seniors that reside within and surrounding the neighborhood.
- Be a small town offering big city amenities. Shopping and entertainment are available in town and few residents and businesses feel the need to leave for shopping, purchasing supplies, or having a great time on the weekends, evenings, and vacation days.
- Allow you to reach your career goals right here at home through providing a wide variety of employment opportunities.
- Be a City with several viable transportation alternatives besides just automobiles. Few residents travel outside of Gautier for work and other purposes.
- Proactively address its own challenges at the earliest stages possible through direct intervention, the effective use of community partnerships, and other creative methods.
- Be a healthy, active, fun, sports-oriented community with quality outdoor and sports-related activities for persons of all ages and activity levels to enjoy. Gautier protects natural and uses every available means to achieve a clean and sustainable environment.
- Place the highest priority on the effective education of the young and the provision of life-long learning opportunities for those no longer in formalized school settings. Schools are the hub of each neighborhood providing after school and intergenerational opportunities for the community.

Exhibit II: Gautier's Strategic Plan Project Objectives

FACILITATORS AND STAFF

Mayor and Council
City Manager
Department Directors
Grant and Project Manager
Code Enforcement Officer
Neighborhood Improvement Coordinator
Crime Prevention Officer



Project Objectives

The following sections describe in more detail the process undertaken by the City of Gautier to create the Strategic Plan.

1) Integrate Community into Planning

Approximately 275 residents and community members participated in the community strategic planning process, in addition to employees participating in the internal strategic planning process.

The process enables the community to fully participate in the development of the plan. Contrary to the City's long term Comprehensive Plan, strategic planning is a much more dynamic process, is less focused on data and structure and can be flexible enough to meet the needs and desires of the community.

2) Create a Shared Vision

Participants collectively identified the characteristics of an ideal community and find areas of common ground. All comments were reviewed and incorporated into the Vision Statement.

3) Clarify Purpose

The strategic planning process enables participants to clarify/identify the purpose or sense of direction in which the organization wants to proceed. Comments were reviewed and incorporated into the Action Plan.

4) Identify Issues/Trends

The strategic planning process identifies the major issues facing the community today. Also, it considers trends that are just below the surface or which are just coming into view.

5) Tests/Validate Current Assumptions

Local government must often move forward and represent the community's views even though the views are not clearly known. Local officials must make certain assumptions upon the limited input they received and municipal organizations move forward to implement such objectives. The strategic plan process enables the City of Gautier to validate whether or not the City is on target.

6) Identify Community Resources

One of the objectives of the process is to identify where the resources are and what trends may affect them. Where resources are identified as scarce, it is important to conserve them and share based on need and priority.

7) Improve Community Networking

Strategic planning is a group dynamic process that requires teamwork to address community issues. The process enables City staff to work together with other stakeholders for a common objective. The process enables the community to build bridges and get to know one another better and help them function as a team. The interaction with one another in discussing community issues is as important, if not more so, than the end product – the Strategic Plan.

8) Increase Understanding of Local Government

The strategic planning process not only serves as a catalyst for receiving information, but also serves as a means to impart information in terms of the issues and difficulties facing local government. Having participated in the process, the community will have a better understanding that there are many complex issues facing their elected officials and City staff. Finally, the participants should come away knowing that the municipal organization can only work on a few major problems at a time, based upon its limited staff and financial resources.

9) Develop Action Oriented Planning

By developing an action oriented plan with specific tasks to accomplish, people will be able to see the results of their efforts and know that the strategic planning process was not simply a series of discussions, but a real dynamic, participatory planning process.

Nature's Playground

The City of Gautier's Action Plan was developed at the end of the strategic planning process based on the input received from the community and city staff.

Exhibit III: Community Strategic Planning Process

- I. State of the Community
 - a. What are the major issues facing the community today?
 - b. Do we have a clear sense of direction?
 - c. Is the direction universally supported throughout the community?
 - d. What is our community health/climate?
 - e. The Planning Period for this plan will be 5 years.
- II. Assessment of External Conditions
 - a. Who are those who make up our service population? Trends?
 - b. Who are the regulators? Trends?
 - c. Who are our competitors? Trends?
 - d. Who are our resource providers? Trends?
- III. Vision of the Future
 - a. What will our environment and community look like at the end of our planning period, based upon the immediate issues and emerging trends?
 - b. What is in store for the future if we do nothing, something, a lot?
 - c. What are the key issues the community must address in this planning process?
 - d. Describe key demographic indicators, e.g. number of dwelling units, population shift, economics, demographics, and financial data.
- IV. Assessment of Municipal Services
 - a. What do we do well? What are our strengths?
 - b. What do we do poorly? What are our liabilities?
 - c. What would you like to see more of/less of?
- V. Review Point/Priority Setting (Review Steps I through IV)
 - a. Review comments made throughout the day.
 - b. Do the current issues, emerging issues, and trends suggest we change, add to, or build on to our current mission statement?
 - c. Prioritize the issues/trends/vision objectives, which must be addressed during the planning period.
- VI. Community Vision Statement
 - a. What is our vision for the community?
 - b. What should our image be?
 - c. What makes us different from other cities?
- VII. Action Plan
 - a. How do we get where we want to go?
 - b. Who will do what, when and how?
 - c. How do we approve our new mission/community vision strategy into action?

Exhibit IV – TOWN HALL MEETING NOTES

March 08, 2012

In an effort to expand the opportunity for involvement to the most people possible in the City, the City Council hosted a community outreach meeting at the Mississippi Gulf Coast Community College. Participants heard the Mayor's State of the City Address and separated by groups into their Wards to discuss issues both city-wide and neighborhood specific. Staff acted as facilitators with councilmen engaging citizens for feedback. Written comments were incorporated into the materials listed here.

Having identified major community issues and trends as well as envisioning alternatives of what Gautier might look like at the end of the planning period in 2018, participants were asked to analyze the community's capabilities and resources. Additionally, they were asked to assess the City organization's ability to meet present and future demands, which will be placed on Gautier. Primarily, they were to identify what the strengths and liabilities of the community are. This is based upon public expectations of the community and, specifically, the City of Gautier. The group exercise began by identifying strengths, or things the City does well. Then the group turned their attention to identifying liabilities, or things to which we need to devote more time and attention. They were encouraged to remember that overall the community is doing exceptionally well, but that there is always room for improvement.

ASSESSMENT OF CITY SERVICES

“What's your vision for Gautier?”

WARD 1

Priorities

- Bayous –need to slow sources,
- Excessive speeding on residential streets
- Trash pick up
- Water bills –large bills, poor water quality ,stains clothing & brown color
- Dee's amusement game room-(eyesore)

- Street paving –in progress but slow
- Lighting on Gautier bridge
- Sign –Point Clear entrance

Good

- Medical facility on interstate
- Nature walk
- Indian Point
- Town Center/roundabout
- Police Department
- Veteran's Tribute Tower
- Sidewalks
- College & Schools



Bad/Concerns

- Mary Walker Bayou –silt and sedimentation
- Street Lights
- Mall
- Carwash
- Point Clear fishing pier
- CSX property

WARD 2

Need Improvements

- Street lights in neighborhoods
- 2 Pavement/roads in College Park
- Uniform police officer at Bacot Park (During games, secure ballpark fence)
- Road/ Pavement to Indian Point
- There is a need for better supermarkets so we do not have to drive to Ocean Springs.
- Nice Restaurants, more family
- Skating Rink needs improvement
- More enticements
- Overhead bridge on Ladnier Rd (Sometimes the train gets stopped)
- Soccer Complex
- The Old Place
- Sidewalks
- Crane Refuge
- Shell Landing

Green

- Shepard State Park
- Boys & Girls Club seating
- Seating areas
- 32 acres (town center)
- College
- High school football stadium

Pink

- Roads (De La Forrest)
- Mall
- Skating Rink on Ladnier Rd
- Street Lights in residential areas
- Overhead bridge on Ladnier Rd

Ward 3

Issues

- Speed Limit signs (lack of)
- Soundview Dr.
- Sewer issues on Bemis
- Oldfield House
- The construction of half built building next to Oldfield house
- Cemetery next to Oldfield (Lewis House)

Likes

- 12 Oaks
- Sheppard State Park
- Mary Walker
- City Park
- Estuarine Center

Dislikes

- Car wash Hwy 90
- Boat Man
- Mall
- Jerry Lee's trailers