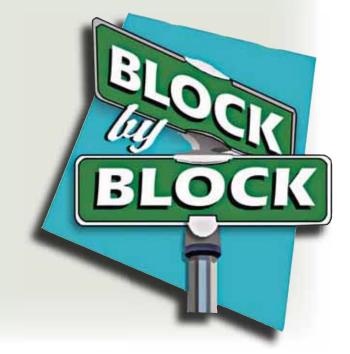
CITY OF CLEARWATER

## Development & Neighborhood Services Department Jeff Kronschnabl, Director

# Resident Engagement Guide







John Doran Vice Mayor



Paul F. Gibson

Councilmember



Frank Hibbard *Mayor* 

#### **Mission Statement**

To provide cost effective municipal services and infrastructure necessary for a high quality of life for all our citizens.

#### **Vision**

Sparkling Clearwater is a uniquely beautiful, and vibrant waterfront community that is socially and economically diverse, reinvests in itself and is a wonderful place to live, learn, work and play.

**City Council** 



George N. Cretekos

Councilmember



Carlen A. Petersen

Councilmember



### **Resident Engagement Partners**







your link to a better neighborhood

#### Dear Neighbors:

Thank you for your interest in learning more about how you can best communicate with your local government. The City of Clearwater has developed a partnership with members of our community to better prepare residents on how to effectively communicate with government boards and understand the processes for being heard.



We hope that you enjoy our video. As you will see, your Mayor, City Council and City Management Team are very much interested in hearing from you on your ideas, concerns or issues that affect your quality of life here in Clearwater.

There are a lot of exciting things going on in your city with lots more on the horizon. Our question to each of you is: "How best can we serve you and where do you see our city going in the future?" We hope to hear from you as we move forward with the wide variety of projects on our agenda.

The valuable information presented today should help you to have a clear understanding about the varied processes and actions you can take to make your voice heard. We encourage and welcome your active participation in local government.

Please get involved! Working together residents and government can create a partnership where barriers are eliminated and there is opportunity for all of our residents to succeed. Together we can make a difference!

Sincerely,

Bill Horne

City Manager

Bill Manne



#### **Jeff Kronschnabl**

Development and Neighborhood Services Director Jeff Kronschnabl, a 33-year veteran with the City of Clearwater, is a recognized expert in the area of community partnerships, consensus building, public administration strategies, police tactical/SWAT operations and narcotics investigation. This unique mix of qualifications makes Jeff a much sought after individual to assist communities around the Country with their review and implementation strategies relating to the development of neighborhoods and their respective quality of life issues.

Upon completion of a distinguished career in law enforcement, Mr. Kronschnabl accepted the position now known as Development and Neighborhood Services Director for the City of Clearwater. This department consists of the Building, Permitting, Plans Review, Neighborhood Services and the nationally recognized Community Response Team (Code Compliance) divisions.

His education includes a Bachelors Degree with Honors from St. Leo College in Criminal Justice and a Master's Degree with Honors from the University of South Florida in Public Administration. In addition, Jeff is a graduate of the prestigious F.B.I. National Academy in Quantico, Virginia.

He also serves as an adjunct instructor for the University of South Florida's Public Administration Program and St. Petersburg College's Community Policing Program.

#### jeff.kronschnabl@myclearwater.com

Office: 727-562-4724



#### Linda Andrews, PhD

University of South Florida

Linda Andrews, PhD, has spent over 30 years in both private and public sectors helping people work together effectively. Her experience includes University teaching, team facilitation, and long-term organizational development. Through the Division of Organization Development and Training at USF, Linda specializes in leadership development, strategic

planning, change management, and presentation skills. In addition Linda teaches for the USF College of Business and the College of Public Health.

landrews@admin.usf.edu

Cell: 727-239-9042

#### What is Resident Engagement?

It is an opportunity for residents to express their opinions, views and/or concerns to City Government decision-makers on issues that affect their quality of life.

#### The Purpose for this Training

#### You will learn:

- How to prepare an effective and dynamic presentation.
- How to use your passion to express your emotion to your advantage.
- How to connect with the appropriate person, department or board.
- The importance of preparation, research and practice, practice, practice.
- Particulars of the process from beginning to end.

#### **Program Objectives**

#### After this presentation you will:

- Be more familiar with the different processes.
- Be able to prepare yourself on how to best deliver an effective presentation.
- Know who to contact regarding an issue or concern.
- Have observed and critiqued actual examples of three real-life scenarios.

#### **Workshop Overview**

#### **Module 1: Introductions**

- Welcome
- Introductions
- Sharing of expectations, skills and knowledge you'd like to gain by the end of the workshop
- State whether you have ever been involved in making a presentation to a governmental board.

#### Module 2: Participate

#### **Direction from Your City Council**

- Frank Hibbard, Mayor
- Bill Jonson, Vice Mayor
- Hoyt Hamilton, Councilmember
- John Doran, Councilmember
- Carlen A. Petersen, Councilmember

#### Module 3: Participate and Partner

#### What's Happening in Your Neighborhood – Your Voice Does Matter

- Find out how to get started in connecting with your city.
- Who do you talk with?
- What is the right department to go to when you have an issue?

#### Module 4: Prepare and Present

#### **Presenting Your Information**

- Getting familiar with your surroundings.
- Tips for an effective presentation
- Real scenarios for your observation, feedback and practice.

#### **Module 5: Practice**

#### Reference 1: Other Boards/Committees

- City Council
- CDB Community Development Board
- DRC Development Review Committee

#### Reference 2: Whom Do You Contact?

• Information on Boards/Committees and their meeting schedules

#### Reference 3: Glossary of Terms

**Reference 4: Contact Information** 

#### Reference 5: Links to Helpful Resources

#### **Module One - Introduction**

# MODULE

#### **Getting to Know Everyone**

The City of Clearwater would like to welcome you to our workshop on *How to make an Effective Presentation*. We understand the importance of voicing your concerns and feeling that you have been heard. The City of Clearwater wants to hear what you have to say and created this workshop specifically to guide you in making your most effective presentation. Participate, Partner, Prepare and Present are our focus points in this training.

- I. Introduction and activity to get our audience participating
- II. Sharing of information to partner
- III. Our material



## Module Two - Partner

# MODULE 2

# **Getting started with the City of Clearwater's City Council**

- Mayor Frank Hibbard Lets you know that the City of Clearwater wants to hear what you have to say. The City wants to partner with you in creating successful solutions.
- **Bill Jonson, Vice Mayor** Explains the important difference between fact based quasi-judicial and other government related boards.
- Hoyt Hamilton, Councilmember Talks about how important eye contact is. Looking at all members of the board you are presenting to does make a difference. You want to include all the members in your presentation.
- **John Doran, Councilmember** Lets you know that there is a process that you must follow. The process is designed to work with you and it is very important to be familiar with the process so it is followed properly.
- Carlen A. Petersen, Councilmember Talks about the people to
  whom you are making your presentation. They are "just people."
  They are your neighbors, your friends, and your family. Don't always
  look at presenting as "fighting the City." Look at it as a neighbor
  talking to a neighbor.

# Module Three – Participate and Partner

# MODULE 3

#### Your voice does matter

If I asked you five important questions about making a connection with your city government, would you know the answers?

- **1. Who** do you talk to about your opinions?
- 2. Can you define exactly what your issue is?
- **3.** Do you know **where** to go?
- **4.** Do you know **when** to appear to inform officials?
- **5.** Most importantly, do you know **how** to prepare for an effective presentation?

#### How can you participate in the process?

- Letter
- Landlord notification
- Condo notification
- Newspaper
- Office of Records and Legislative Services in City Hall
- Online at www.myclearwater.com
- Call your Neighborhood Services Department at 727-562-4585.
   Neighborhood Services will:
  - —Explain the process
  - —Connect you to the appropriate department
  - —Serve as a resource

#### Where can you go to get more information?

- Council or board meetings can be a good source of background information.
- Local newspapers frequently cover hot topic issues, and often include background and research that may be helpful.
- Other neighborhood groups can be a resource if they have similar cases in their area. Learning what others have done in similar circumstances can be helpful in your strategy.
- www.myclearwater.com

#### Preparing is the key to a good presentation

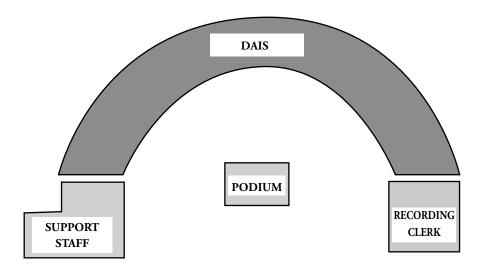
- Clearly define what your issue or concern is.
- Talk about it with others.
- Look at the history of what it is you are concerned about.
- Do the research. There are a number of places to go where you can find information to help your cause.

# Module Four – Prepare and Present

#### What does the meeting room look like?

Becoming familiar with the room and with the basic procedures is very important. It helps to make you feel more comfortable so when you are presenting you can focus on what you are trying to say without the surroundings interfering with your thoughts.

- **Dais** In the front of the room is a raised platform known as the "dais". This is where the City Council or the appointed board will sit during the meeting.
- **City support staff** to the left of the dais is where the city staff supporting the board will sit.
- **Recording Clerk** records the minutes of the meeting. The staff person will sit to the right of the dais.
- **Podium** In the center, is a piece of furniture with a microphone known as the podium. This is where you'll stand to talk to the board or council.



#### **First Scenario**

Our first scenario will be a resident attending a City Council Meeting to discuss speeding issues.

#### **NOTES - Scenario 1 - Part A**

How did the presenter...

PARTICIPATE

PARTNER

PREPARE

PRESENT

#### **Further Tips for Scenario One**

- Body language what you say and how your body moves are very important. It's okay to use your hands, but avoid pointing.
- Speak clearly and pause at key points. Avoid slang and be aware of the tone of your voice.
- Practice, practice before you get up there to talk.
- Talk about emotions. It is good to show passion during your
  presentation, but be aware of how much emotion you show.
   Emotions can take over your whole speech and prevent you from
  making a valid point. Unloading your feelings will not help your case.
- Use statistics or try "storytelling" to gain the attention of the people to whom you are talking. Use something to catch their attention.
- Provide real facts to win over the listeners and make your key points.
- Offer reasonable solutions for the board to consider.
- Prepare an outline of your presentation.

#### **NOTES - Scenario 1 - Part B**

How did the presenter...

PARTICIPATE

PARTNER

PREPARE

PRESENT

#### **Scenario 2**

Frustrated resident, doesn't know whom to talk with about issues in his neighborhood.

#### **NOTES - Scenario 2 - Part A**

How did the presenter...

PARTICIPATE

PARTNER

PREPARE

PRESENT

#### **Further Tips for Scenario Two**

- Is the Mayor or the City Manager the correct person to go to in this situation?
- Would you agree that it would have been helpful for him to <u>educate</u> <u>himself on the process?</u>
- How would you know the right department to speak with?
- Research what the City Code is and how it affects your issue.
- Start out the conversation by making a <u>positive comment</u>. This sets the tone of the conversation.
- Don't attack or be demanding, as this may offend the board members.
- Bring in visuals or handouts to make your presentation more real.
- Think about what is it you want to accomplish.
- Who can support your efforts and help you learn more?

#### **NOTES - Scenario 2 - Part B**

How did the presenter...

PARTICIPATE

PARTNER

PREPARE

PRESENT

#### **Scenario 3**

Presentation regarding development issues. Personal and selfish approach.

#### **NOTES - Scenario 3 - Part A**

How did the presenter...

PARTICIPATE

PARTNER

PREPARE

PRESENT

#### **Further Tips for Scenario Three**

- Be specific with the issues you are concerned about.
- Do your homework.
- Provide facts.
- Understand the past history, from when the project started up until now.
- Get involved early.
- Don't always wait until a Board meeting. Communicate with city employees and Councilmembers in advance.
- Be prepared.
- Dress appropriately.
- What do you want the Board to hear? Use this as a starting point for your presentation.
- Be ready to answer questions after your presentation.
- Bring your concerns to the right Board or group of people that can best answer them.
- Offer reasonable solutions or recommendations.
- Understand the authority of the Board that you are addressing.
   Some boards cannot make decisions based on opinions, only facts.
- Identify other partners/stakeholders in your cause.

#### **NOTES - Scenario 3 - Part B**

How did the presenter...

PARTICIPATE

PARTNER

PREPARE

PRESENT

#### **Module 5 - Practice**

#### **Activity**

Is three (3) minutes enough time to get your point across? Try this activity:

- Find a partner.
- One person will talk, one person will listen.
- The person talking will talk for a total of 3 minutes.
- The person listening will time the person talking and will remain silent throughout the 3 minutes.

#### **OBSERVATIONS:**



#### Reference 1

#### **Boards/Committees**

More specific information about the City Council meeting, the Development Review Committee (DRC) and the Community Development Board (CDB)

#### **Council Meeting:**

#### Who makes up our City Council?

The City Council is made up of the Mayor, the Vice-Mayor, and three Councilmembers, all of whom are elected at-large and serve three-year terms. The responsibility of the City Council is to set policies and make decisions concerning many different aspects of local government. The Council also sets the budget for the city and evaluates the job performance for the City Manager and City Attorney.

#### When are the City Council meetings held?

Meetings are held on the first and third Thursday of each month at 6 p.m. in the City Hall Council Chambers, 3rd floor of City Hall, 112 South Osceola Avenue, Clearwater.

#### What is an Agenda?

The agenda for the Thursday night City Council meeting is issued two days to a week prior to the meeting. The agenda may be in a preliminary state due to revisions being made up until the last minute. The agenda is also posted on *www.myclearwater.com* and on the CVIEW15 government access cable channel.

#### What are the City Council Work Sessions?

City Council Work Sessions are used to prepare for each upcoming Thursday night Council meeting. These sessions are held on the Monday prior to each Thursday night meeting. The work sessions begin at 9 a.m., except on the 2nd Monday of the month when they are at 1 p.m. (While the work sessions are open to the public, there is no format for public comment.)

REFERENCE

#### How to speak before the Council:

- Advise the city prior to the meeting if you require special accommodations with the American Disability Act (ADA) 727-562-4090.
- Get advice prior to the meeting on your presentation materials you plan to use for display on our electronic equipment or Powerpoints.
- Turn off all cell phones, beepers and any other electronic devices.
- If you are speaking on an item not on the agenda, it will be announced during the meeting to come forward prior to the discussion on agenda topics.
- When the item of your interest is discussed, the public will be asked
  if anyone would like to speak.
- State and spell your name and address for the record.
- If you have handouts, please give them to the City Clerk, to the right of the podium and she will hand them out.
- Your comments will be limited to three (3) minutes Spokesperson for a group may speak for three (3) minutes plus an additional minute for each person in the audience that waives their right to speak, up to a maximum of ten (10) minutes. Prior to the item being presented, please obtain the needed form to designate a spokesperson from the City Clerk. Everyone that is waiving must be present at the meeting and sign a form.
- You are not allowed to speak more than once on the same subject unless granted permission by the City Council.
- Prepare what you are going to say beforehand. There is nothing wrong with reading your statement.
- Make your presentation as specific as you can, emphasizing your important points. State facts and examples.

#### What is the Development Review Committee (DRC)?

The Development Review Committee (DRC) is composed of staff from various city departments who review applications for development. This committee reviews and makes recommendations for Level One, Level Two and Level Three Applications.

 All Development Review Committee meetings are scheduled through the Planning Department and are held in the Municipal Services Building, 100 S. Myrtle Ave. 2nd floor in room 216, Clearwater. Calendars are set months in advance and can be located on the city's website, www.myclearwater.com.

#### What is the Community Development Board (CDB)?

- The Community Development Board is composed of seven regular members and one alternate, who are residents of the city and are appointed by the City Council. They review and make recommendations at a Public Hearing once a month for Level Two and Level Three Applications.
- There is a deadline to submit applications. Refer to the calendar online or call the Planning Department (727)-562-4604.
   Applications must be completed in their entirety and the correct number of copies with the required supporting materials must be included.
- At your scheduled meeting you will be part of a dialogue. You
  may be asked to explain any issues/findings with your application
  and you may be given advice on how to work out issues for further
  review.
- Planning Department hours of operation are Monday-Friday;
   8 a.m. 4:30 p.m.
- Customer Service hours are Monday, Tuesday, Thursday, Friday:
   8 a.m. 4:30 p.m., and Wednesday 8 a.m. 2:30 p.m.

#### Reference 2

#### **Meeting Schedules**

All meeting agendas, meeting calendars, departments and board/committee information can be found on the City of Clearwater's Website, www.myclearwater.com.

**Television Schedule** – C-View Channel 15 TV televises meetings live and replays meetings until the next live scheduled meeting. To view a schedule, visit our website www.myclearwater.com, click "other resources," "C-View Channel 15 TV," "View Program Guide and Schedule." Some meetings are also available in streaming video for on-demand viewing.

#### City of Clearwater Location Address: Mailing Address:

Mayor and City Council Clearwater City Hall, 3rd Floor

112 S. Osceola Ave.

Clearwater, FL 33756

Office of the Mayor Offices of the City Council

P.O. Box 4748

Clearwater, FL 33758-4748

Telephone:

**Mayor:** (727) 562-4050 **Councilmembers:** (727) 562-4042

**Fax:** (727) 562-4052

**Hours:** Monday - Friday. 8:30 a.m. – 5 p.m.

#### When do our local Boards/Committees meet?

**City Council Meeting Community Development Board** 

1st and 3rd Thursday at 6 p.m. (CDB)

City Council Chambers 3<sup>rd</sup> Tuesday at 1 p.m. City Council Chambers

**Development Review Committee Code Enforcement Board** 

(DRC) (CEB)

4<sup>th</sup> Wednesday at 3 p.m. Schedule through the Planning Department City Council Chambers

Calendars are located at www.myclearwater.com

You can also find the following on www.myclearwater.com: Agendas, Minutes, Meeting Schedules, live and archived streaming video, public notices and requests for bids.

REFERENCE

#### Reference 3

#### **Glossary of Terms**

**Agenda** – The program for the meeting

**CDB** – Community Development Board

**Dais** – Raised platform City Council or the appointed board will sit during the meeting.

**DRC** – Development Review Committee

**Elmo** – The electronic equipment used to show overheads, slides, photos and Powerpoint presentations

Minutes - Official record of action taken at meeting

**Oath** – A declaration or promise at a hearing

**Party Status** – Anyone who receives a mailed notice can be given party status to cross-examine. Party status will also give you the right for appeal.

**Podium** – Furniture with microphone you stand before to make your presentation

**Quasi-judicial** – Describes decision-making powers that are similar to those of a court judge

REFERENCE 3

# Reference 4 Links to Helpful Resources

REFERENCE

City of Clearwater www.myclearwater.com

City of Clearwater Development and Neighborhood Services Department http://www.myclearwater.com/gov/depts/devel\_svc/index.asp

City of Clearwater Parks and Recreation Department http://www.myclearwater.com/gov/depts/parksrec/index.asp

Clearwater Police Department - Crime Watch Program http://www.clearwaterpolice.org/admin/community\_outreach.asp

City of Clearwater Solid Waste Department http://www.myclearwater.com/gov/depts/solid\_waste/index.asp

Clearwater Neighborhood Coalition (CNC) www.clearwatercoalition.com

Jim Walter Partnership Center – Tampa Bay Community Leadership Development Program

www.jwpctraining.org

813-974-5709

Neighborhoods USA http://www.nusa.org/

Clearwater Regional Chamber of Commerce http://www.clearwaterflorida.org/chamber.html

Pinellas County Government www.pinellascounty.org

Pinellas County Schools www.pinellas.k12.fl.us



#### **Courtney Orr**

Vice President of Government Affairs Clearwater Regional Chamber of Commerce

Courtney Orr has 10 years of nonprofit experience including government and public relations, volunteer management, training, development, writing and editing.

She began as a journalist before getting very involved in the nonprofit arena, working at an international student exchange organization, serving children of the world at Kiwanis International, and now helping enhance the community of Clearwater as the Vice President of Government Affairs for the Clearwater Regional Chamber of Commerce. All of her positions have encompassed marketing, communications, public relations, promotional activities, volunteer management and event coordination.

Courtney has a Bachelors of Science in Journalism from Indiana State University and a Masters in Business Administration from Jones International University.



#### Sondra S. Kerr, President

Clearwater Neighborhood Coalition

Sondra practiced commercial and residential interior design for 25 years with a degree in the field and currently owns an interior design related consulting firm. She is the past Director of Call for Action, a non-profit consumer advocacy program at ABC Action News, Tampa, FL. For the past three years, she has been actively involved in community affairs, and

is an alumni of the Clearwater 101 Citizens Academy and USF Jim Walter Partnership Leadership Development Programs. She is past president of the Clearwiew Lake Estates Home Owners Association, and current president of the Clearwater Neighborhoods Coalition. Sondra is also a current member of the Citizen Advisory Committee for the evaluation and appraisal of the City of Clearwater Comprehensive Plan, and has served on steering committees for Clearwater Wellness Day, CareFest, and the Clearwater Veterans Appreciation Day events during 2005.



#### **Manny Rivero**

USF Jim Walter Partnership Center Executive Director

Mr. Manuel Rivero is a nationally recognized specialist in public-private partnerships, economic and housing development. With more than 30 years of experience as a community development specialist and real estate developer, his reputation has assisted organizations in their efforts to develop cost effective projects that have received community and

governmental support. Due to his profile as a local leader, the Clinton Administration appointed him in 1993 as the Special Assistant to the Deputy Assistant Secretary for Hurricane Recovery.

His work has garnered the support of the private sector to catalyze the funding of the Jim Walter Endowment at the University of South Florida. As the Founding Executive Director of the Jim Walter Partnership Center, the University of South Florida has opened a community engagement office in West Tampa, initiated an innovative university partnership with the UF Shimberg Center for Affordable Housing, and launched the Tampa Bay Community Leadership Development Program, an informative, fun, and free training program for grassroots community leaders.

#### **Acknowledgement**

There were a great number of people from all walks of life who contributed in a wide variety of ways to this project. We would like to take this opportunity to say thank you:

Frank Hibbard, Mayor

Bill Jonson, Vice Mayor

Hoyt Hamilton, Councilmember

Carlen A. Petersen, Councilmember

John Doran, Councilmember

Bill Horne, City Manager

Garry Brumback, Assistant City Manager

Rod Irwin, Assistant City Manager

Jeff Kronschnabl, Development & Neighborhood Services Director

Doug Matthews, Public Communications Director

Michael Delk, Planning Director

Gina Clayton, Assistant Planning Director

Shawn Stafford, Public Communication Station Manager, Public Communications Dept.

Charles Eric Wilson, Neighborhood Services Coordinator

Becky Melendez, Neighborhood Services Coordinator

Manny Rivero, USF Jim Walter Partnership Center Executive Director (JWPC)

Jennifer Bass, Tampa Bay Community Leadership Development Program Director (JWPC)

Linda Andrews, PhD, University of South Florida

Kurt Kraus, Clearwater Regional Chamber of Commerce VP of Public Relations & Marketing

Courtney Orr, Clearwater Regional Chamber of Commerce VP of Government Affairs

Sondra Kerr, Clearwater Neighborhoods Coalition President

Doug Williams, Clearwater Neighborhoods Coalition Treasurer

Vonabell Sherman, President VONABELL INC., Professional Television Talent

William Farias, Retired Police Officer, Clearwater Police Department

Jim Wilson, USF Leadership Program Alumni

Elizabeth France, Skycrest Neighborhood

Pam Akin, City Attorney

Cyndie Goudeau, City Clerk

Kevin Garriott, Building Official, Development and Neighborhoods Services Department

Bob Hall, Development Services Manager, Development and Neighborhoods Services

Sandy Herman, Administrative Support Manager, Development and Neighborhood Services

James Wagner, Development Review Supervisor, Development and Neighborhoods Services

Philip Harris, Former Neighborhood Services Specialist, Development and Neighborhood Services

Julia Babcock, Planner I, Planning Department

John Schodtler, Planner II, Planning Department

Cky Ready, Planner II, Planning Department

Sherilla Pittman, Human Resources Technician, Human Resources Department

Sherry Watkins, Planning Department Administrative Analyst

Kyle Wilson, Development Review Technician, Development and Neighborhood Services

Nick Fritsch, Community Development Board Member

Randy Morris, Pastor, Woodlawn Church of God Pastor

Duke Tieman, President, South Clearwater Citizens For Progressive Action

Representing Lake Belleview Community

Maurice E. Mickens, President & CEO, Mt. Carmel CDC of Clearwater Inc.

Mayme Hodges, Resident, LaSalle Neighborhood Watch

Laron Barber, President Le'azon Technology Institute, Inc.

Janis Smith, Former Neighborhood Services Manager, Development and Neighborhood Services

Veronique Desautels, CCOE Program Coordinator Turley Family Health Center

Chris Hall, Supervisor, Graphic Communications, Public Communications Department

Dawn Lakin, Graphic Specialist, Public Communications Department

Ray Pelote, Graphic Technician, Public Communications Department