

Introduced by: Council Member Cory Nichols
Adopted: March 15, 2021

RESOLUTION NO. 2078-2021

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, TO ADOPT A NEW CITY VISION STATEMENT; PROVIDING FOR ADOPTION OF RECITALS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS, ADMINISTRATIVE ASSIGNMENT AND AUTHORIZATION, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, on February 27, 2021, the City Council and the City's Executive Leadership Team participated in a City strategic planning retreat facilitated by the Florida Institute of Government with the specific intent of developing draft versions of a new City Vision Statement and Mission Statement; and

WHEREAS, in advance of this retreat, City Council reviewed and considered the results of multiple Community Conversations held by staff with residents and business owners which were designed to assemble the community's aspirations for the City, and their thoughts on the City's positive attributes and roadblocks to success; and

WHEREAS, the Vision Statement is intended to be aspirational for the community as a whole, describing where the City wants to be years into the future, and portrays a sense of City staff's connection to the community; and

WHEREAS, at the conclusion of the February 27 retreat, the group established a new City Vision Statement of "A vibrant coastal community that embraces 'the beach life;'" and

WHEREAS, at a City Council briefing on March 8, 2021, the City Council unanimously supported the new City Vision Statement and directed staff to create resolutions for City Council to adopt the both the new City Mission Statement and the new City Vision Statement.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, THAT:

SECTION 1. Adoption of Recitals. The foregoing recitals are deemed true and material parts of this resolution and are fully incorporated herein by reference.

SECTION 2. Adoption of new City Vision Statement. The City Council hereby adopts the new City Vision Statement which shall henceforth be:

A vibrant coastal community that embraces "the beach life"

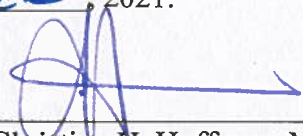
SECTION 3. Repeal of Prior Inconsistent Resolutions and Council Decisions. All prior resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 4. Administration Assignment and Authorization. The City Council hereby authorizes and directs the City Manager to commence any steps necessary to implement, utilize and promote the new City Vision Statement. The City Manager is authorized to delegate any tasks and activities to staff as the City Manager deems appropriate.

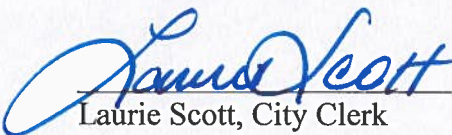
SECTION 5. Severability. If any section, sentence, clause, or phrase of this resolution should be held invalid, unlawful, or unconstitutional, said determination shall not be held to invalidate or impair the validity, force, or effect of any other section, sentence, phrase, or portion of this resolution not otherwise determined to be invalid, unlawful, or unconstitutional.

SECTION 6. Effective Date. This resolution shall become effective immediately upon passage and adoption by City Council.

AUTHENTICATED this 15th day of March, 2021.

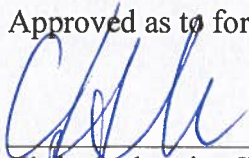


Christine N. Hoffman, Mayor



Laurie Scott, City Clerk

Approved as to form and legal sufficiency:

 3/9/21

Chris Ambrosio, City Attorney