

**MINUTES  
FLORIDA KEYS MOSQUITO CONTROL DISTRICT  
STRATEGIC PLAN WORKSHOP  
FKMCD MARATHON OFFICE  
503 107<sup>TH</sup> ST, MARATHON, FL  
APRIL 11, 2017**

The Board of Commissioners of the Florida Keys Mosquito Control District held a Workshop on Tuesday, April 11, 2017.

**PRESENT WERE:** Phil Goodman, Chairman; Jill Cranney-Gage, Vice Chair; Brandon Pinder, Secretary-Treasurer; Stanley Zuba, Commissioner; Tom McDonald, Commissioner; Andrea Leal, Executive Director.

**EMPLOYEES PRESENT:** Bruce Holden, Financial Director; Beth Ranson, PEIO; Michael Behrend, Human Resources; Tammy Hollander, Fiscal Assistant; Chrissy Bloxom, Executive Assistant.

**GUESTS PRESENT:** none

**APPROVAL OF AGENDA:** The agenda was approved by unanimous consent.

Chairman Goodman stated that this workshop has been called to discuss the 3-year Strategic Plan.

**DISCUSSION:**

Andrea Leal, Executive Director, explained to the Board that the 3-year Strategic Plan was intended to set goals, understand expectations and understand the budget of future major projects.

Director Leal focused on three parts, the Mission Statement, SWOT Analysis and Priority Areas. The Board liked the Mission Statement as it is currently written and offered no recommendation to change it. The Board made recommendations for the SWOT Analysis to be more specific in listing emerging technologies individually for opportunities and to add endangered species, *aedes aegypti* and hurricanes to our threats. Director Leal discussed getting ten Priority Areas set so that staff could set goals and the timelines necessary to reach the goal. The Board made several recommendations to add to the list of priority areas. Director Leal will add the recommendations and bring the revised plan back to the Board at the May meeting for review.

Commissioner McDonald suggested Director Leal, in her position as officer, recommend to the Florida Mosquito Control Association to put together a team to do Operational Audits at different entities.

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

Respectfully submitted,



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Andrea Leal  
Executive Director

Board of Commissioners  
Florida Keys Mosquito Control District

  
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Phil Goodman, Chairman  
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Brandon Pinder, Secretary-Treasurer

For more specific information or detail of meeting, please refer to the digital recording of the meeting at [www.keysmosquito.org](http://www.keysmosquito.org).