

**CITY COUNCIL
CITY OF TITUSVILLE, FLORIDA
MISSION, STRATEGIC ISSUES AND AREAS OF EMPHASIS
FY 2003 – 2004**

MISSION

The purpose of the City Council is to administer the powers vested in it for the purpose of enacting local legislation, adopting budgets, determining/setting policies, and appointing the City Manager (who administers the day-to-day operations of the city government), the City Attorney (who provides legal counsel to the City Council, City Manager and other City departments as needed), and the Independent Auditors (who provide external auditing of the City's financial records).

STRATEGIC ISSUES AND AREAS OF EMPHASIS:

Strategic Issue 1. Foster a Positive Work Environment

- Areas of Emphasis 1. Provide employees with a competitive pay scale
- Areas of Emphasis 2. Improve employee morale

Strategic Issue 2. Position Our Community for Quality Growth Opportunities

- Areas of Emphasis 1. Plan for addressing aging and new infrastructure needs (water, sewer, roads, etc)
- Areas of Emphasis 2. Evaluate and recommend future water resources, partnerships
- Areas of Emphasis 3. Better utilization of resources (airports, marina, parks)

Strategic Issue 3. Sustain Financial Wellness

- Areas of Emphasis 1. Perform fiscal analysis prior to any program adoption or implementation
- Areas of Emphasis 2. Match citizen expectations with appropriate levels of service within fiscal constraints

Strategic Issue 4. Promote Our Community

- Areas of Emphasis 1. Increase presence of Titusville news and information in public media (radio, TV, newspaper, etc.)
- Areas of Emphasis 2. Develop coordinated Speakers Bureau to educate community groups –use of a two-way communication channel
- Areas of Emphasis 3. Explore the use of lobbyists to enhance Titusville's position at state and federal levels

Strategic Issue 5. Provide a Safe and Secure Environment

- Areas of Emphasis 1. Inform the Council and the public how an Incident Command System functions
- Areas of Emphasis 2. Develop a focused approach to emergency management situations – coordination and communication with citizens, other governments