



# TOWN OF GOLDEN BEACH

## Office of the Town Manager

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**To:** Honorable Mayor Glenn Singer &  
Town Council Members

**From:** Alexander Diaz,  
Town Manager

**Date:** September 5, 2014

**Subject:** **2014-Significant Accomplishments and Performance Review**

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This past March I completed my seventh year as your Town Manager and closed another chapter in our redevelopment of the Town with the completion of both the Center Island and North Island Bridges. It was a personally challenging year for me, and I would like to express my sincere apologies to anyone who felt that my interaction with them was beyond reproach. I have always held myself to the high level of professionalism and respect and will continue to do so moving forward.

The Town of Golden Beach continues to make strides in accomplishing our vision to be the premier residential community in which to visit, live, and raise a family; and in achieving our mission of becoming a community that provides more customer-centric services, more beautiful and vibrant open spaces, and a community that is at the epicenter of South Florida's high society. By staying focused on our mission, vision and strategic priorities, the Town has achieved a great deal.

The last seven years, the Town of Golden Beach as an entity has been working towards one goal – change. What began with a need, turned into a desire, and ultimately culminated with a fusion of both. Through a basic need to have the infrastructure improved upon after years of use, this turned into a capital project the scope of which had not been seen before in this small Town. Through the fiscal prudence of the Administration (with the guidance of the Mayor and Town Council) an enormous amount of savings were generated during the life cycle of the project – providing for the ability to incorporate more aspects to the project and enhance the Town's aesthetic appeal to a degree that was not originally imagined when Golden Beach broke ground on the project in 2008. Now that the Town has completed this capital improvement project, the focus hasn't shifted from improvement to enhancement.

Looking back at FY 2013/2014, it was a year full of milestones and accomplishments for the Town. Here is what it looked like:

- ✓ Completion of the Center Island and North Island Bridge Repair and Replacement Projects that culminated with a ribbon cutting ceremony on Valentine's Day (February 14<sup>th</sup>, 2014). On June 19<sup>th</sup>, 2012 the Town broke ground on this project. A Local Planning Agency agreement was signed with the Florida Department of Transportation (FDOT) to secure funding for the bridge replacements. The total cost for replacement of these bridges was a combined \$8.8 -million, \$2.1-million of which the Town already has and \$5.9-million which were secured through the agreement with FDOT.
- ✓ The Town's Police Department created a Special Response Team to respond to and manage critically high risk incidents.
- ✓ The budget as a business plan, outlining goals and measures that govern Town affairs, has attained the esteemed "Distinguished Budget Award" for the fifth year in a row.
- ✓ The Town's aggressive rebranding and imaging campaign sustained the momentum it had garnered the last two years, through the metamorphosis of the Town's newsletter into a proper Town Magazine this year, maintaining the fresh, new, yet classic image of the Town of Golden Beach. Through these efforts Golden Beach has attained national recognition in publications such as the Design Book, Niche Media's ArtBasel Edition, UpTown Magazine, Plum Magazine, Miami Magazine, and the Miami Herald.
- ✓ The Town was host to a U.S. Citizen Naturalization Ceremony for the first time in March of 2014. The ceremony took place at the Beach Pavilion, with 20 candidates from several different countries. The Town was approached by the U.S. Department of Homeland Security to host the event.
- ✓ The Town saw added residential growth in F/Y 2013-2014 issuing 7 residential certificates of occupancy and completion ("CCs & COs").
- ✓ The Town continued to provide residents with a number of free-of-charge services, such as chips and sodas on the beach during a number of holidays, valentine's day grams delivered right to resident's doorsteps, and fully catered get-to-know your neighbor events.
- ✓ An elevated focus on cleanliness throughout the Town continues as the Town launched its no smoking initiative. A signage program was initiated in most of the Town's open spaces advising residents and visitors that Golden Beach is a smoke-free community.

- ✓ The Town's Public Works department has also taken on an active role in supplying extra assistance to residents (i.e. spraying the Town for mosquitoes, adding chlorine tablets to all standing water, pumping standing water out of residents, etc.)
- ✓ The Town continues to pursue its "Go-Green" Initiative, implemented in FY 2008/2009 with the intent to educate, inform and implement solutions for both Town Hall and the residents at large to do our part in making this community greener, such as the Town's recycling program.
- ✓ The Town celebrated its 85<sup>th</sup> Anniversary of incorporation with a host of week-long events meant to celebrate the Town's history as well as bring residents together. The events included a cake-cutting ceremony at the May 20<sup>th</sup>, 2014 Town Council meeting and a celebratory street fair.

The Town has been able to accomplish a number of goals both personal and Town-wide, with very limited and at times very little resources. We will continue to provide the high quality of service the residents have become accustomed to while maintaining the highest level of efficiency and professionalism. We are well on our way to becoming the premier residential community in which to visit, live, and raise a family.

I would like to thank you for your policy guidance and your support of the administration's planning, proposals and creative projects. Thank you for your unselfish service to the Town government and its long term future.

By working together, we once again have been able to end the fiscal year accomplishing the priorities you have set for our Town.

Thank you for allowing me the privilege of serving as your Town Manager.