



**Gadsden County Board of Commissioners  
Strategic Planning and Teambuilding Retreat**



Dr. Gabrielle K. Gabrielli, CGMP and Ms. Brandi Knight, Facilitators  
27 Feb. 2021 - Location: UF/IFAS Extension Gadsden County, 2140 W Jefferson St, Quincy, FL 32351

0900	Ground Rules, Objectives, Introductions, Agenda
0915	<b>Teambuilding and Problem Solving Activity</b>
0930	<b>Discussion of Documents from Previous Sessions</b> <ul style="list-style-type: none"> <li>➤ Evaluation Form Retreat 9 Feb. 2017</li> <li>➤ County Administrator and Attorney Evaluation Forms 10 Nov. 2016</li> <li>➤ Succession Planning Workshop 19 Jul. 2016</li> <li>➤ Succession Planning Retreat 7 Jul. 2016</li> <li>➤ Strategic Planning and Teambuilding 26 Feb. 2016</li> <li>➤ Succession Planning 15 Dec. 2015</li> <li>➤ Strategic Planning Retreat 9 Apr. 2015</li> </ul>
1000	<b>Strategic Planning: Mission, Vision, and Values Statements</b>
1230	<i>Working Lunch - SMARTER Goal Setting</i>
1300	<b>Discussion and Approval of Evaluation Forms</b>
1330	<b>Strategic Planning Continued: Priorities, Goals, and Objectives</b>
1550	<b>Conclusions and Next Steps</b>
1600	Adjourn

**Attendees**

**Commissioners**

- Brenda A. Holt**, Commissioner, District 4, Chair  
**Anthony O. Viegbesie, Ph.D.**, Commissioner, District 2, Vice Chair  
**Eric F. Hinson**, Commissioner, District 1  
**Kimblin E. NeSmith, J.D.**, Commissioner, District 3  
**Ronterious Green**, Commissioner, District 5

**County Attorney**

- Clayton F. Knowles**, County Attorney  
**Opal McKinney-Williams, B.C.S.**, County Attorney

**County Administrator and Staff**

- Edward J. Dixon**, County Administrator  
**Georgette Daniels**, Assistant County Administrator  
**Laurel Bradley**, Executive Assistant to County Administrator  
**Diane Quigley**, Growth Management Director  
**Leslie Steele**, Public Information Officer  
**Rod Young**, Housekeeping

**Clerk's Office**

- Marcella Blocker**, Deputy Clerk

*Please wear a facemask, casual clothes, and comfortable shoes.*

For questions, email [gabrielle@gabrielleconsulting.com](mailto:gabrielle@gabrielleconsulting.com).



### Mission Statement

*Our mission is to build a better community by offering efficient, sustainable services, encouraging economic development, and providing safety to improve the quality of life.*

### Strategic Priorities (2016)

- **Economic development** (jobs, business incubators, better paying jobs, buy local, effectively branding Gadsden county, more regional collaboration, attract revenue with grant writing, foundations, private investments, etc.)
- **Public health, safety, and welfare** (including reduce infant mortality rate, increase fire stations, provide affordable housing)
- **Infrastructure and transportation** (including bridge digital divide)

### Strategic Planning Outcomes (2015)

#### Top Five Identified Priorities for Gadsden County Commission

- Cultural deprogramming (openness to evolve, reinstall pride within community, cultural and linguistic competency, positive mentality, fairness, increase citizen participation, clearly defined roles on the board and function of the county commission (inc. focus on policies for unincorporated areas))
- Economic development (jobs, business incubators, better paying jobs, buy local)
- Public health, safety, and welfare (including reduce infant mortality rate, increase fire stations)
- Attract revenue with grant writing, foundations, private investments, etc.
- Improve infrastructure and transportation

#### Other Brainstorming Ideas

- Effectively brand Gadsden County (including website)
- Community center
- Parks and recreation (inc. theme park)
- Realistic, affordable housing
- Inventory county assets and resources (social services)
- Laborforce retention (prevent brain drain)
- Positive youth development and apprenticeship
- Citizen retention
- Improve library
- Address digital divide
- More regional and local collaboration
- Youth engagement in county government, community ambassadors (hospitality)
- Fellowship among board members, unity of purpose, love, lead by example
- Fiscal responsibility (inc. more budget workshops)
- Transparency

### Setting SMARTER Goals

People often set goals, but they do not achieve them. SMARTER goals have a much better chance of being achieved. Use the guide below to write your own SMARTER goal. Post the goal somewhere you can see it, and share with others to further increase your likelihood of success.

<p><b>S</b>pecific</p>	<p>Answer these questions to help make goals more focused:</p> <ul style="list-style-type: none"> <li>• Who is involved?</li> <li>• What do we want to accomplish?</li> <li>• When will the goal be achieved?</li> <li>• Where will this take place?</li> <li>• Which requirements and constraints are there?</li> <li>• Why do we need to accomplish the goal?</li> </ul> <p>Example: <i>To work toward my fitness goals, I will walk a minimum of three times per week for a total of at least 12 miles.</i></p>
<p><b>M</b>easurable</p>	<p>5 categories of measures to help you stay on track with your goal:</p> <ol style="list-style-type: none"> <li>1. Quality</li> <li>2. Quantity</li> <li>3. Time</li> <li>4. Cost</li> <li>5. Satisfaction</li> </ol> <p>Example: <i>We will increase economic development by 25%.</i></p>
<p><b>A</b>cceptable</p>	<p>In order to truly commit to a goal and take responsibility for its pursuit, the goal should be acceptable to you.</p> <p>Example: <i>I will read the existing strategic plan to prepare the meeting.</i></p>
<p><b>R</b>ealistic</p>	<p>A goal should be challenging but achievable within your current resources and constraints.</p> <p>Example: <i>We will improve engagement for all board members.</i></p>
<p><b>T</b>ime-bound</p>	<p>Deadline-oriented; Results achieved within a specific time period</p> <p>Example: <i>We will write the grant by COB 8 April 2021.</i></p>
<p><b>E</b>xtending</p>	<p>A goal should stretch capabilities.</p> <p>Example: <i>To conquer my fear of public speaking, I will join Toastmasters.</i></p>
<p><b>R</b>ewarding</p>	<p>It should feel satisfying to complete the goal.</p> <p>Example: <i>By the end of the day, we will have agreement on a new mission, vision, values, priorities, and goals!</i></p>

## Write Your Own SMARTER Goal