



AGENDA MINUTES
McIntosh Town Council Workshop
McIntosh Community Center
5822 Ave F
April 22, 2025, at 6:00 p.m.

*****Notice to Meeting Attendee*****

*As a courtesy to others, please ensure cell phones are turned off during the meeting.
Welcome to the Town of McIntosh Town Council meeting.*

CALL TO ORDER

INVOCATION & PLEDGE

ROLL CALL (P = Present; A=Absent)

| | |
|------------------------|---|
| President Ciotti | P |
| Vice President Mulcair | P |
| Councilor Deaderick | A |
| Councillor Jones | P |
| Councillor Medeiros | P |
| Mayor Scott | P |

I. DISCUSSION

1) Vision Plan

Introduction by Town Manager Gonzalez

Town Manager Jessica Gonzalez opened the meeting by thanking the Council for its recent help managing water outage communications. She introduced the session's purpose: to refine and update the current Vision Plan to better reflect the Town's goals and the responsibilities necessary to implement them.

Gonzalez read aloud the existing vision statement:

"The Town of McIntosh strives to improve the quality of life for residents and visitors by preserving our historic character, protecting natural resources, improving essential services, and fostering an engaged and sustainable community."

This set the tone for an open discussion about updating and executing the plan with clear priorities and measurable outcomes.

Proposal for Vision Framework

Jonathan Ward proposed replacing loosely defined goals with a Vision-Strategy-Execution model emphasizing:

- Clear objectives.
- Assigned responsibility and accountability.
- Due dates and success metrics.
- Progress tracking

He noted that the current draft places too much responsibility on TM Gonzalez, suggesting instead a distributed approach across Council members and community volunteers.

Revised Plan Format Introduced

TM Gonzalez, agreeing with Mr. Ward's ideas, presented a draft update of the Vision Plan:

- Moves away from paragraph-only format.
- Incorporates timelines, roles, and checklists.
- Designed as a living document—editable and reflective of actual progress.
- Encourages real-time updates and future adaptation.

Economic Development and Business Growth

Need for a Strategic Plan

The meeting addressed the recent loss of four local businesses and the need to reverse that trend. Suggestions included:

- Creating a strategic business attraction plan.
- Enhancing foot traffic and tourism appeal.
- Defining a system of measurement: 6 new businesses in 10 years (with progress tracked at regular intervals).
- Assigning specific people to champion business growth and retention.
- Creation of Committees

Council members and residents advocated forming special committees to handle:

- Business attraction strategy.
- Tree planning and landscaping.
- Grant research and writing.

This decentralizes responsibility and increases community engagement.

Highway 441 Beautification and Code Enforcement

Focus on the Visual Gateway into Town

Discussion emphasized the visual and regulatory cleanup of Hwy. 441, which:

- Serves as a key impression point for visitors.

Action Steps Proposed

- **Barbara Fellman** committed to filing code enforcement complaints on neglected properties.
- Specific target: Town-owned building on 441.
- **TM Gonzalez** clarified that per Marion County's interlocal agreement:

- She must make first contact.
- If compliance is not achieved in the allotted time, code enforcement officer action follows, and then it is sent to the town's Code Enforcement Board if the violation continues.

Historic Preservation and Funding Strategies

Reviving Past Projects and Grants

Council discussed:

- A previous UF student-led historic preservation plan.
- Grant programs for crosswalks, sidewalks, underground utilities, etc.
- Opening the depot building and using events as fundraising opportunities through voluntary donations.

Grant Writing Coordination

- **Cllr Jones** volunteered to contact the Florida League of Cities for assistance.
- **TM Gonzalez** reiterated limited bandwidth for grant-writing tasks and the value of having resources for aid.
- Discussion included assigning grant research to a designated person or external consultant.

Monitoring Progress and Community Involvement

Transparent Tracking and Reporting

Ward and others recommended:

- Posting progress dashboards online (e.g., % complete, deadlines, who is responsible).
- Regular updates at Council or workshop meetings.

Key Takeaways and Next Steps

- A new vision document with measurable targets and deadlines will be the foundation moving forward.
- TM Gonzalez and Council will refine and incorporate proposed updates.
- Timeline enforcement, role distribution, and community-driven task groups were emphasized as essential.
- Initial assignments were accepted, with more to follow in upcoming meetings.

2) Comprehensive Plan- There was no time to address the comprehensive plan, a special meeting will be scheduled for this.

II. MANAGER COMMENTS

III. MAYOR COMMENTS

IV. ATTORNEY COMMENTS

V. COUNCIL COMMENTS

VI. CITIZEN COMMENTS