

# THE PIER

## Change Leadership & Decision Making

**1. The debate over the Lens has been divisive. St. Petersburg’s Pier will never be the same. Tell us how you will work to unite the citizens of St. Petersburg. What is your plan for restoring our pride in our waterfront?**

Follow-up:

- a. Do you believe the city should move forward with the Lens? Please explain your reasons.

Leadership Trait	Score (1-5, 5 being best)	Notes
<b>SUPPORT FOR LENS</b> <ul style="list-style-type: none"> <li>• 1=No; 5=Yes</li> </ul>		
<b>CHANGE LEADERSHIP</b> <ul style="list-style-type: none"> <li>• Articulates what must change and why and sets process for change</li> <li>• Gives detailed and clear information in advance to keep people informed along the way</li> <li>• Anticipates consequences and removes barriers while “Staying the course”</li> </ul>		
<b>DECISION MAKING</b> <ul style="list-style-type: none"> <li>• Stands by decision once it’s made</li> <li>• Uses structures, logical procedures for decision making</li> <li>• Makes tough decisions when there may be uncomfortable or risky consequences</li> </ul>		

## ECONOMIC DEVELOPMENT

Visionary/Strategic

**2. Economic development and job creation is the primary goal of the Chamber. Please tell us about your economic development goals for the City (and your district). If you are elected, what strategies will you implement to accomplish your goals? How will your strategies be funded? How would you use the Chamber to help accomplish your goals?**

Follow-up:

- a) Give us an example of an economic development project or effort you believe the City of St. Petersburg does well and why?
- b) Do you believe that the City can improve on its economic development efforts? How?
- c) Most recent census data shows Pinellas County shrinking in population. How do you propose to keep young, skilled workers from leaving the area? What needs to be done to attract more skilled workers and their families to the City and area?

<b>Displays willingness to</b>	<b>Score</b> (1-5, 5 being best)	<b>Notes</b>
<b>INVEST</b> Willingness to fund economic development initiatives		
<b>PARTNER</b> Willingness to partner with Chamber, the County and other economic development focused organizations to make the best St. Petersburg possible.		
<b>BE INNOVATIVE</b> Look outside the box and see what is working in other communities and establish unique model for St. Pete		
<b>BE INCLUSIVE</b> Look for ways to include all citizens in economic vitality		

## **TRANSPORTATION**

Collaboration

- 3. The proposed, comprehensive, multi-modal transportation plan will connect St. Petersburg, the Gateway area, and Clearwater. Will you support an additional penny of sales tax to fund the transit plan? Why/Why not? Does your position change if the increased sales tax is linked with a reduction in property taxes?**

Follow-up:

- a. Providing Tampa Bay residents with transportation options has been a challenging issue for many years. How would you collaborate (Mayor Candidates – “and lead”) with other stakeholders to achieve the best outcome for the residents of the city, county, and region?

<b>Leadership Traits</b>	<b>Score</b> (1-5, 5 being best)	<b>Notes</b>
<b>UNDERSTANDING OF CURRENT &amp; FUTURE NEEDS</b> Including but not limited to: <ul style="list-style-type: none"> <li>• Traffic congestion</li> <li>• Accessibility (tourists and residents)</li> <li>• Economic incentives and development</li> </ul>		
<b>COLLABORATION</b> Willingness to partner with Chamber, the County and other economic development focused organizations to make the best St. Petersburg possible.		
<b>INVESTMENT</b> Willingness to fund transportation improvements (including but not limited to one penny sales tax referendum for Nov '14)		

# RAYS & TROPICANA FIELD SITE

## Flexibility

**4. Do you support an amended agreement between the Tampa Bay Rays and the City which will allow the team to consider a stadium site outside the city, but within the Tampa Bay region? How would you propose to amend the agreement to protect the rights of the City?**

Follow-up (Choose 1-2):

- a. Who would you include in a dialogue of potential options for consideration?
- b. What options should be considered?
- c. How would you communicate with business leaders, government leaders, civic leaders and residents?
- d. How would you deal with the media?
- e. What if there is a ground swell of opposition like Pier/ Waterfront Stadium?

<b>Leadership Traits</b>	<b>Score</b> (1-5, 5 being best)	<b>Notes</b>
<b>COMMITMENT TO CITY</b> Putting best interest of city in front of personal opinion		
<b>COMMITMENT TO BUSINESS (RAYS)</b> Making sure huge business in city feels appreciated and not as a prisoner in their own community		
<b>UNDERSTANDING OF ISSUE</b> Demonstrates understanding in complexities/challenges of issue		
<b>FLEXIBILITY</b> <ul style="list-style-type: none"> <li>• Models positive adoption of new initiatives and processes</li> <li>• Demonstrates an optimistic and supportive outlook when dealing with stress and controversy</li> <li>• Responds to disruptions and crises of changes as an opportunity for improvement (without emotional outbursts)</li> <li>• Bounces back after setbacks or disappointments</li> </ul>		

**5. If the Rays move into a new stadium, whether within city limits or somewhere else, it appears likely that the Tropicana Field site will be available for other uses. What do you envision as a future use of the current stadium site? If (re)elected, what steps would you take to bring your vision to reality?**

Follow-up (Choose 1-2):

- a. Who would you include in a dialogue of potential options for consideration?
- b. What options should be considered?
- c. How would you communicate with business leaders, government leaders, civic leaders and residents?
- d. How would you deal with the media?
- e. What if there is a ground swell like Pier/ Waterfront Stadium?
- f. How will you respond when criticized?

Leadership Traits	Score (1-5, 5 being best)	Notes
<b>VISIONARY/STRATEGIC</b> <ul style="list-style-type: none"> <li>Creates compelling vision for the future</li> <li>Defines and explains the compelling reasons for achieving vision</li> <li>Creates energy and inspiration around vision for future</li> <li>Converts organizational vision and strategy into action oriented goals</li> <li>Communicates what success looks like and how to measure it</li> </ul>		
<b>INNOVATIVE</b> <ul style="list-style-type: none"> <li>Creates new ideas, approaches, or insights or makes novel modifications to existing processes</li> <li>Creates an environment where people respond to new ideas with encouragement rather than criticism</li> <li>Understands change management process for overcoming resistance to innovation</li> </ul>		

## QUALITY OF LIFE/COMMUNITY/INCLUSIVE PROSPERITY

Visionary/Strategic

6. Do you believe that every citizen, every neighborhood has shared in the City's prosperity during the past decade? Please list and prioritize the reasons why St. Petersburg does or does not enjoy inclusive prosperity?

Follow-up:

- a) What are your top priorities for advancing our community? Who will you collaborate with to address these priority issues?
- b) Have you been in a situation which has allowed you to strengthen our community or one facet of our community? If so, please describe that situation for us.

***COUNCIL CANDIDATES ONLY:***

- c) What are the assets and challenges of your district?

Leadership Traits	Score (1-5, 5 being best)	Notes
<b>IDENTIFIES MAJOR CHALLENGES FACING THE CITY</b> and District for City Council Candidates		
<b>VISIONARY STRATEGIC</b> <ul style="list-style-type: none"> <li>Creates and explains compelling vision for the future</li> <li>Creates energy and inspiration around vision for future</li> <li>Converts organizational vision and strategy into action oriented goals and identifies how to measure it</li> </ul>		
<b>COMMITMENT TO MAKE A DIFFERENCE</b> Demonstrates understanding and passion to make a difference		

# GROW THE COMMUNITY/MANAGE THE BUDGET

## Business Acumen/Talent Management

7. Pam Dubov, the Pinellas County Property Appraiser, reports that property values have increased 3.74% in St. Petersburg, the first increase in several years. How do you propose to handle the increased revenues? If the City is confronted with a deficit, what steps would you propose to balance the budget?

Follow-up:

- a. Give us an example of how you would.....

Leadership Traits	Score (1-5, 5 being best)	Notes
<p><b>UNDERSTANDING OF CITY BUDGET</b> Including but not limited to:</p> <ul style="list-style-type: none"> <li>• Understanding revenue sources</li> <li>• Understanding differences in expenses</li> <li>• Where largest percentages of budget are dedicated to</li> </ul>		
<p><b>BUSINESS ACUMEN</b></p> <ul style="list-style-type: none"> <li>• Understands capabilities and weaknesses of City government</li> <li>• Quickly understands which business opportunities are worth pursuing</li> <li>• Solves problems with tact and diplomacy (minimal “noise”)</li> <li>• Demonstrates how an approach or proposal creates value and convinces others to participate and/or support it</li> </ul>		
<p><b>TALENT MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Builds and maintains diverse team which freely shares ideas</li> <li>• Clearly understands and documents staff competencies and ability to be successful in their assigned roles</li> <li>• Works to identify individuals with potential to develop into more demanding roles</li> </ul>		