

**TOWN OF DAVIE
WORKSHOP
MARCH 3, 2010**

1. CALL TO ORDER

The meeting was called to order at 6:03 p.m.

2. ROLL CALL

Present at the meeting were Mayor Paul, Vice-Mayor Crowley and Councilmembers Caletka and Luis. Councilmember Starkey was absent. Also present were Town Administrator Shimun, Town Attorney Rayson, and Assistant Town Clerk Roig recording the meeting.

3. CITIZEN SURVEY

Assistant to the Town Administrator Kristi Caravella introduced Phillip Downs from Kerr and Downs. Mr. Downs explained they would get representative input from the community regarding how they felt the Town should go forward. The study would be conducted via a telephone survey of citizens and businesses using a “random digit dial” survey, which he said was the “gold standard” of survey research and would provide scientifically valid information.

Ms. Downs had met with the Strategic Planning Committee to develop the scope of the study. The Committee decided on an exploratory strategic research study that would look at initiatives in terms of economic developments, the identity of the community and the programs and services the community wanted and did not want.

Mr. Downs explained that the phone would show on caller ID as an 800 number. Councilmember Caletka said he would never answer a call from an 800 number because he assumed it was someone trying to sell him something. Mr. Downs admitted there was no perfect survey, but reiterated that this was the gold standard for the industry.

Vice-Mayor Crowley asked if a number could be posted on the Town website inviting residents to call in for the survey. Mr. Downs said this was possible and he would discuss this with the Strategic Planning Committee. Councilmember Luis felt that asking people to call in would bias the survey. Mr. Downs noted that when they performed an outgoing telephone surveys, it was a random probability process.

Mr. Downs stated they used a purchased database of phone numbers for the survey, 384 residents and 361 businesses. He explained that persons answering the calls would be screened for age, and if the caller suspected he or she was being “conned”, the call responses would be disregarded.

Councilmember Caletka was concerned about the randomness of the survey because “You care about some people’s opinions more than others for some very valid reasons” such as the fact that a person might be on medication or might have committed a crime. Mr. Downs reminded Councilmember Caletka that this same person could be a voter, and they could not control the intelligence or personal characteristics of a respondent.

Mr. Downs said they asked municipalities to publicize the survey to help legitimize the calls and increase the response rate.

Mr. Downs informed Council that when the questions were devised they would be presented to Council for review. He hoped to begin the surveys in late March or early April.

Mr. Downs explained to Vice-Mayor Crowley that the results of the survey would reflect respondents’ age, gender and district. He said the usual response rate was 25 – 30%.

Mr. Downs estimated the survey would be complete in June.

Mayor Paul asked what the total cost of the survey would be. Ms. Caravella stated \$19,000 had been approved as part of the Strategic Planning Process the previous year.

TOWN COUNCIL WORKSHOP MINUTES
MARCH 3, 2010

4. ADJOURNMENT

There being no further business to discuss and no objections, the meeting was adjourned at 6:21 p.m.

Approved _____

Mayor/Councilmember

Town Clerk