

**PLANO CITY COUNCIL RETREAT
SPECIAL CALLED WORKSESSION
AUGUST 6, 2002**

COUNCIL MEMBERS

Pat Evans, Mayor
Phil Dyer, Mayor Pro tem
Steve Stovall, Deputy Mayor Pro tem
Shep Stahel
Scott Johnson
Sally Magnuson
Jim McGee
Ken Lambert

STAFF

Thomas H. Muehlenbeck, City Manager
Frank Turner, Executive Director
Bruce Glasscock, Executive Director
Rod Hogan, Executive Director
Diane Wetherbee, City Attorney
Elaine Bealke, City Secretary

Mayor Evans convened the worksession into open session at 12:30 p.m., Tuesday, August 6, 2002 in the Windhaven Room of Plano Centre, 2000 East Spring Creek Parkway, Plano, Texas immediately following lunch. All Council Members were present.

Discussion, Direction and Action Regarding Review of City of Plano Strategic Plan, Overarching Themes, Goals and Core Business –

Lyle Sumek, of Lyle Sumek Associates, Inc. facilitated the worksession, presented an overview and stated that each Council Member will be asked to identify what they see as Plano's Vision through 2012, Challenges through 2007, Goals through 2007, and Actions to be taken in 2002 through 2003.

Plano's Vision – 2012

Council Member Stahel spoke to maintaining a high level of core services, accommodating an aging population, having a competitive tax rate, protecting home and business values and prices, and maintaining a responsive government and City Council structure.

Council Member Magnuson spoke to expansion of lite rail service, attracting headquarters/development at Legacy Business Park, completion of the performing arts hall, improvement of traffic flow, and assistance with affordable housing.

Council Member Johnson spoke to maintaining standard City services and quality of life, a competitive low tax rate, seeing the community built out by 2012, redevelopment occurring on a regular basis, maintaining a community where citizens can live/work/play/attend school, and providing good doctors.

Deputy Mayor Pro tem Stovall spoke regarding Plano as one of the best places to live in the country, providing diversified industry and good libraries, accommodating an aging population, redevelopment, tax rate, traffic, technology and telecommunications crossroads.

Council Member Lambert spoke to a stable economic and business growth, completing the Research Technology District build-out and Legacy Business Park.

Council Member McGee spoke to becoming and maintaining a major employment center, becoming recognized as a leader in driving issues for the region, and becoming a transit crossroads.

Mayor Evans spoke to becoming the safest city in the United States, a thriving business climate, youth and family oriented services, vital neighborhoods, and availability of cultural opportunities.

Mayor Pro tem Dyer spoke to maintaining high quality city services, an affordable tax structure, high quality of life to include recreational/cultural/educational components, sense of community, and mobility.

Challenges – 2007

Council Member McGee spoke to dealing with stabilization of the tax base, learning how to become a maturing community, and stabilizing revenues along with an increase in service demands.

Mayor Pro tem Dyer spoke to retention of good City employees, economic uncertainties versus the certainties of increased cost of services, geographic size of the community, transient nature of the citizens, and cultural differences.

Council Member Lambert spoke to stabilizing the tax base, retaining business, infrastructure maintenance, and continuing the prevention of neighborhood deterioration.

Council Member Magnuson spoke to growing and maintaining the tax base, maintaining neighborhoods and a sense of community, finding a viable way to support the social services agencies, finding ways to support the cultural and arts community, and increasing citizen participation/volunteerism/social services.

Council Member Stahel spoke to employing and retraining the work force, restraining the growth of costs especially payroll and benefits, finding a replacement for sales tax revenue, and maintaining a high level of safety.

Council Member Johnson spoke to expanding the business base, maintaining low taxes/help with business growth, and shifting the thinking in the community through redevelopment, maintenance of the neighborhoods, good City services, and application of a more regional approach.

Mayor Evans spoke to the unemployment/layoff cycle with resulting sales tax issues, Robin Hood issues, and integrating new demographic changes with various groups.

Deputy Mayor Pro tem Stovall spoke to continuation of high quality commercial development, working together, and meeting technology challenges.

Goals - 2007

Deputy Mayor Pro tem Stovall spoke to a diversified technology crossroads, becoming a cultural/art and park activities destination, providing libraries with adequate books, DART to DFW from Plano, and a Plano leadership school as an extension of the Citizen's Academy in order to involve citizens and provide knowledge.

Council Member Magnuson spoke to infrastructure needs, business retention, adaptive uses for old buildings, the City as a destination rather than a suburb, maintaining the level of public services, and to continuing efforts to attract tournaments and conventions.

Council Member Lambert spoke to viable transit-oriented developments, completion of the thoroughfare system to include intersection improvements, east/west transit from the lite rail to Legacy, and convention and tourism center business.

Council Member Stahel spoke to expansion of the DART plan east/west and to DFW and further north, improving traffic flow, improving library services (particularly in the north/east sector), and development of a cultural campus and park.

Mayor Pro tem Dyer spoke to a strong retail sector, high reputation of the school district, fully mature park system with development of a master plan, completion of road systems, and excellent communication with the citizens.

Council Member Johnson spoke to development of regional transportation, exploring more revenue sources, budget allocations for special projects, redevelopment opportunities, financial flexibility, and a performing arts center.

Council Member McGee spoke to an airport transit system in place, expansion of the transit pedestrian development on the DART lines, and development of the infield redevelopment design guidelines.

Mayor Evans spoke to a united City, restoration of financial activity, neighborhoods happy with traffic enforcement, and a well-functioning downtown where DART, parking, and main street businesses and parks are all worked out and running smoothly.

Actions 2002-2003

Mayor Evans spoke to the performing arts center, 4a and 4b legislative reforms to provide a more level playing field with other cities, adapting of old properties/centers, and preparing as a Council to deal with opportunities in international business in whatever form this might take.

Council Member McGee spoke to redefining and/or re-energizing the Research/Technology District area, and beginning DART line redevelopment.

Deputy Mayor Pro tem Stovall spoke to continued development of a Citizen's Academy, performing arts center, completing and continuing City guidelines for redevelopment, establishing and recognizing the City as a solid base for public art, Plano as a destination city for many things, and kick starting the Research Technology District.

Council Member Magnuson spoke to tweaking the Research Technology District, and making definitive progress with regard to the Performing Arts Hall.

Council Member Stahel spoke to balancing the budget if revenue falls, adopting a plan for revitalization, transition and retail reuse, and protecting the vision for the commercial grids especially at Legacy Business Park/Research Technology District/Shops at Willow Bend and Collin Creek Mall.

Council Member Johnson spoke to maintaining and expanding the business base for both commercial and retail, re-use/recycle/redevelop, encouraging thinking about redeveloping different uses, and fostering regional cooperation with roads/DART/art hall/ and work on the 4a and 4b situation.

Mayor Pro tem Dyer spoke to cost reductions, back-to-basics City services, continuing to invest in infrastructure maintenance throughout the City, and retail redevelopment.

Council Member Lambert spoke to implementing the retail study along with solutions, continuing to monitor and stay on top of public safety, development of Parker Road transit implementation with development and regulations, and heavy enforcement by the Property Standards Division in older neighborhoods to prevent deterioration.

Overarching Themes – Plano – 2012

Mr. Sumek spoke to issues of Sustainability, Compact Form, Livability, Connectivity, Regionalism, and Community as Overarching Themes. He asked the Council to review the topics and narrow down elements of the theme choices identified which are most important to them.

Under the area of Sustainability, identified by the Council as a whole were Quality, Well-Maintained Infrastructure; Adequate Financial Resources to Support Defined Service Level; Maintaining Housing and Building Standards; Having a Diverse, Strong Local Economy; Growth and Redevelopment Sustaining Plano's Quality of Life; Revitalization of Neighborhood and Commercial Areas; and the Ability to Adapt to a Changing World.

Under the area of Compact Form, the Council advised that the title "Compact Form" does not accurately reflect their thoughts. (The title is to be determined). As a whole, the Council identified Adaptive Reuse, Including Redeveloping Neighborhoods; Adapting Delivery of City Services; Infill Consistent with the Character of Plano, Neighborhoods; Preserving and Maintaining Low Density Areas and Integrity of Existing Neighborhoods; Mixed Use and Transit Oriented Development in Urban Villages and Commercial Corridors; and Expand Mass Transit Opportunities to Facilitate Going From Home to Work and Back Again.

The Council recessed the worksession at 1:55 p.m. and reconvened at 2:00 p.m.

Under the area of Livability, as a whole, the Council chose Feeling Safe and Secure; Ease of Mobility; Recreational and Leisure Opportunities Readily Available with Choices; Reliable City Services for Daily Living; Educational Opportunities within the City; Employment Opportunities within the City; and Convenience and Access to Shopping, Other Activities.

Under the area of Connectivity, and identified by the Council as a whole were Developing Effective DART Transportation System; Developing Superior Technology Infrastructure to Support E-Commerce, E-Government and Internet; Enhance Citizen Access Capabilities to Information and Services and Narrowing the Digital Gap; Connecting Government with Community – Businesses and Residents; Effective Street System that Facilitates the Movement of People and Goods; and Effective Link Between Streets and Mass Transit, Streets and Trails.

Under the area of Regionalism and identified by the Council as a whole were Working Together with Other Entities on Issues that Affect All; Providing Regional Leadership, Being an Active Participant at the Regional “Table” Affecting Outcomes and Direction; More Cost Effective City Government, More Efficient Service Delivery Through Sharing Resources with Others; Joint Planning for the Future; Having a Regional Agenda that Produces Results for the Metro Area, Collin County and Plano; and Giving Local Autonomy for Regional Benefit and Strength.

Under the area of Community and identified by the Council as a whole were Opportunities to Interact; Well Informed Citizenry – People Know What is Going On in the Community; Reputation for City and Community Excellence; Working Together as a Community – Community Organizations, Schools, City, Businesses, Neighborhoods; Better Understanding and Appreciation of our diversity; and Celebrating Local History and Traditions.

Our Goals – Plano – 2007

Mr. Sumek spoke to Premier City for Families, Major Business Center, Safe and Efficient Travel, Safe/Livable Neighborhoods, and Service Excellence as Plano’s goals for the next five years.

Premier City for Families

Mr. Sumek reviewed the objectives for a Premier City for Families which include quality of life, safe living, quality schools, quality leisure/cultural/art choices, libraries, parks, community centers, quality housing, vibrant community, welcoming cultural diversity, and meeting the needs of the senior citizens. The Council collectively identified gap challenges to this objective as funding, attitudes and biases, citizen involvement, public transportation services, aging housing stock, differing neighborhood standards, affordable health care services, community affordability, school taxing, and uncertain population.

Under Premier City for Families, areas identified by the Council as a whole which are most important and where action is needed are the areas of Performing Arts Center; Oak Point Park: Design, and Land Acquisition; Historic and Arts Policy and Funding; Homeland Security for Plano, and Historic Conservancy Direction.

The Council recessed the worksession at 3:55 p.m. and reconvened at 4:03 p.m.

Major Business Center

Mr. Sumek reviewed the objectives for a Major Business Center which included continuation and expansion as major business destination for retail and professional services; economic diversification/international commerce/high technology, economic expansion in the business districts; revitalization; and workforce development with training opportunities. The Council collectively identified gap challenges to this objective as the state of the regional economy, diversification of businesses, competition from other communities, collapse of the telecom corridor, creating destination points, and changing retail patterns.

Under Major Business Center, areas identified by the Council as a whole as most important and where action is needed are the areas of Retail Study, Downtown Development, Research Technology District Development, and 4a and 4b Strategy.

Safe and Efficient Travel

Mr. Sumek reviewed the objectives for Safe and Efficient Travel which included improving traffic flow and access; planning for and supporting DART service east/west; enhancing traffic safety/reducing accidents/improving safety; maintaining street and streetscapes quality, enhancing and managing traffic, east/west Cottonbelt objectives, clean air, web linkage for DART, and encouraging DART usage. The Council collectively identified gap challenges to this objective as use of technology, funding, red-light runners, life expectancy of streets, and clean air.

Under Safe and Efficient Travel, areas identified by the Council as a whole which are most important and where action is needed are the areas of Continuation of Traffic Signal Synchronization, Overpass Direction, Red Light Legislation, and Clean Air Campaign.

Safe and Livable Neighborhoods

Mr. Sumek reviewed the objectives for Safe Livable Neighborhoods which included supporting neighborhood sustainability; maintenance of the infrastructure; maintenance of home quality, code compliance; protection of neighborhood integrity, encouraging home ownership; and strengthening of HOA relationships. The Council collectively identified gap challenges to this objective as needing accurate HOA lists, maintaining affordable property, funding infrastructure maintenance, protecting the security of the infrastructure, screening walls, coordination of City departments for code violations of a particular property, and priority setting for code compliance.

Under Safe and Livable Neighborhoods, areas identified by the Council as a whole which are most important and where action is needed are the areas of Code Enforcement Evaluation, Redefining Our Community Plan, and Evaluation/Policy/Action of Neighborhood Lighting.

Service Excellence

Mr. Sumek reviewed the objectives for Service Excellence which included continuation of quality of all City services in a cost effective manner; development of financial plans and policies; informed citizenry with access to City services; responsiveness to changing needs; and recognition as being the "BEST.". The Council collectively identified gap challenges to this objective as needing funding and revenues, diversity challenges to communicate, inconsistent technology infrastructure, and identifying what the core businesses are.

Under Service Excellence, areas identified by the Council as a whole which are most important and where action is needed are the areas of Budget Strategy Above and Beyond the Upcoming Year, PISD Relationship and Support, and Social Services Direction.

The Council recessed the worksession at 5:50 and reconvened at 6:00 p.m.

Roles and Responsibilities

Roles of the Mayor

The following criteria were identified:

Mayor Evans - Representing the City well, not committing the Council, being responsive, referring to others when needed, and requesting that she be contacted if the issue is important.

Council Member Magnuson - Providing leadership and direction, and moving forward with the International Task Force.

Mayor Pro tem Dyer - Providing a welcoming atmosphere to speakers at the Council meetings (which she does well).

Council Member Stahel - Sharing information to the Council by e-mail and indicating if action is needed.

Deputy Mayor Pro tem Stovall - Providing an e-mail policy for citizens, identify who the e-mail was forwarded to, and taking caution to not become drowned (taking on too much).

Roles of the Council

The following criteria were identified:

Council Member Magnuson - Making decisions.

Mayor Evans – Give more Council reports, use of e-mail, keep in touch with the HOA's, participate in the Neighborhood Night-Out, have all Council Members represent the Mayor on occasion, provide a mechanism for responding to citizens, and if you are the first responder let the others know.

Mr. Sumek stated that a follow-up will be provided to the Council on the retreat, followed by a review by Staff and Council adoption of a final document.

Nothing further was discussed. Mayor Evans closed the worksession at 6:25 p.m.

Pat Evans, **MAYOR**

Elaine Bealke, **CITY SECRETARY**