

**PLANO CITY COUNCIL
SPECIAL CALLED WORKSESSION
November 21, 2011**

COUNCIL MEMBERS

Phil Dyer, Mayor
Pat Miner, Mayor Pro Tem
Lissa Smith, Deputy Mayor Pro Tem
Ben Harris
André Davidson
James Duggan
Patrick Gallagher
Lee Dunlap

STAFF

Bruce Glasscock, City Manager
Frank Turner, Deputy City Manager
LaShon Ross, Deputy City Manager
Diane C. Wetherbee, City Attorney
Dana Conklin, Director of Public Information
Diane Zucco, City Secretary

Mayor Dyer convened the Council into the Special Called Worksession on Monday, November 21, 2011, at 5:33 p.m., in the Building Inspections Training Room of the Plano Municipal Center, 1520 K Avenue, Plano, Texas 75074. All Council Members were present.

Discussion, Direction and Action Regarding Review of City of Plano Vision, Mission, Strategic Plan, Goals and Core Businesses, including Council Governance Roles and Responsibilities

Ron Holifield of Strategic Government Resources, facilitated the worksession, and reviewed the conceptual pillars of Plano's strategic vision discussed at the October 18, 2011, meeting: a primary anchor city for the region which is diverse, cosmopolitan and urban; a multi-faceted city which meets the needs of its' citizens to work, live and play here; a city known for very high quality city services; a city with revitalized and vibrant neighborhoods; a city that is a regional job center; and a city with exceptional quality of education at all levels. Mr. Holifield reviewed the reputational drivers critical in making the strategic vision a reality including: *THE* place to live; a place that values and expects excellence; high quality of life; a progressive city; excellent schools; home to major corporations; broad variety of attractive and affordable housing; easy access to the entire region and to jobs; employment center; family oriented; a destination location; and reestablished identity. He further reviewed operational drivers including: exceptional quality city services; a well-maintained community that has a very attractive appearance; a safe city; highly professional staff; a high quality service orientation; high quality and ample parks and green space; and overcoming the aging community challenges.

Mr. Holifield reviewed the major themes and trends heard from the Council that Plano – has entered a new “stage of life” as a community; has become dramatically more diverse as a community in almost every respect; is fundamentally challenged to decide whether very low taxes or very high quality service or some balance should be the future; needs to rethink development

patterns and chart a new course that seizes upon the opportunities of its new stage of life, as well as the changes in the market expectations to stay vibrant; and should be attentive to the trends of the school district as it was the primary driver in dramatic high-end growth for many years. He spoke to their comments that Plano needs to be more innovative in how it does business; aggressively think about new and different ways to raise revenue; do more in-depth operational analysis and be better equipped to both understand and articulate when staff is doing a great job and when new resources are truly needed; do a better job of developing future civic leaders who are strategic thinkers; do a much better job of engaging and communicating with the citizens on a variety of fronts and ways; improve our internal processes for how we deal with operational issues; and make sure we still draw the best and brightest to deal with the new challenges. Mr. Holifield spoke to Council discussion of, “*Keeping Plano Plano*” and “*Why Plano.*”

Following small group discussions, the Council provided input on the following items. For “*What Should Plano’s Role as a Regional Leader be?*” their consensus was that the City should return to its status as an engaged and regional leader. In response to *Citizen Communication*, their consensus was that more should be done to improve the marketing of City services including providing information regarding what citizens receive for their tax dollars; creation of a “Why Plano” marketing sheet; coordinating efforts with other entities and organizations; and being more engaged with citizens. In response to *Operational Effectiveness*, the Council spoke to measuring operations based on a dollar vs. citizen impact; receiving information on the comparative impact of options to maintain a high versus exceptional standard; utilizing staff-appropriate benchmarks and analysis; and receiving meaningful analysis of potential costs. City Manager Glasscock spoke to providing outstanding services and facilities through cooperative efforts with our citizens that contribute to the quality of life in our community as stated in the current Mission Statement.

Nothing further was discussed. Mayor Dyer adjourned the meeting at 8:53 p.m.

Phil Dyer, MAYOR

ATTEST:

Diane Zucco, City Secretary