

**PLANO CITY COUNCIL
PRELIMINARY OPEN MEETING
March 6, 2013**

COUNCIL MEMBERS PRESENT

Phil Dyer, Mayor
Lissa Smith, Mayor Pro Tem
Ben Harris, Deputy Mayor Pro Tem
Pat Miner
André Davidson
Jim Duggan (arrived at 5:13 p.m.)
Patrick Gallagher
Lee Dunlap

STAFF PRESENT

Bruce Glasscock, City Manager
Frank Turner, Deputy City Manager
LaShon Ross, Deputy City Manager
Diane C. Wetherbee, City Attorney
Diane Zucco, City Secretary

Mayor Dyer called the meeting to order at 5:11 p.m., Wednesday, March 6, 2013, in Training Room A of the Municipal Center, 1520 K Avenue. A quorum was present. Mayor Dyer then stated that the Council would retire into Executive Session in compliance with Chapter 551, Government Code, Vernon's Texas Codes, Annotated, in order to consult with an attorney and receive Legal Advice, Section 551.071 and to receive information regarding Personnel, Section 551.074 for which a certified agenda will be kept in the office of the City Secretary for a period of two years as required.

Mayor Dyer reconvened the meeting back into the Preliminary Open Meeting at 5:44 p.m.

Consideration and action resulting from Executive Session discussion

No items were brought forward.

2013 Business Survey

Chris Tatham of ETC Institute spoke to the purpose of the survey to objectively assess how well the City of Plano is serving the needs of its business community, gather information about the characteristics of businesses and provide a tool for assessing performance over time. He reviewed the methodology, survey content, method of administration and response rate. Mr. Tatham advised that overall satisfaction is very high and that the Police Department, street maintenance, emergency medical service, and trash services are the most important services to businesses. He further spoke to results providing a baseline for future assessments.

Discussion and Direction Regarding Drainage Rates.

Budget Director Rhodes-Whitley spoke to the fees established in 1993 to ensure the City's compliance with mandates and covering infrastructure projects and maintenance, cleaning of all drainage ways, storm sewer lines, culverts, bridges, and street sweeping and programs to prevent pollutants from entering the drainage system. She advised regarding the current fees (effective October 2002) and covenants requiring the City to set rates sufficient to cover the operation and maintenance of the system, debt on previously issued bonds and make deposits to a reserve fund. Ms. Rhodes-Whitley spoke to the level of reserves and Director of Finance Tacke advised the Council that there have been transfers out of the fund for indirect costs and stated that rating agencies prefer to see a willingness to raise fees to cover costs. Ms. Rhodes reviewed the proposed fees, spoke to issuance of drainage bonds in the coming three years and advised that an ordinance adopting the fees would be brought back for Council consideration on March 25. Council Member Gallagher requested information regarding fees charged by other area municipalities.

Discussion and Direction Regarding Traffic Signal Timing Strategies

Transportation Engineering Manager Neal provided background on the signal program, advising that there are currently 221 signals in the City with state-of-the-art technologies. He spoke to the network mobility strategy including centralized signal operation, flexible signal timing and retiming of each zone every three years. Mr. Neal spoke to Council's input regarding mid-day congestion and side street delays and efforts to adjust timing for side streets which impacts the main flow. He spoke to the goal to keep the system working reliably and minimize vehicle stops and the options for a signal timing strategy including evaluation of current practices, retiming signals, demonstrating true progression on selected road(s), adding mid-day timing, or placing less emphasis on individual intersections. He recommended operating signals in full coordination with arbitrarily shorter cycles during off-peak periods which would result in more traffic movement and less air quality impact. Mr. Neal spoke to progression in other cities that have fixed block lengths or one-way traffic and responded to the Council regarding Staff maintenance of traffic detectors on side street signals. The Council spoke in support of improving progression on main thoroughfares and Mr. Neal stated that Staff would bring information to Council following implementation.

Mr. Neal stated concern that there is no independent study available offering a balanced view of increased yellow-light timing rather than the implementation of red-light camera programs. He spoke to the speed of traffic in Plano's corridors and the appropriate timing of signals to manage traffic.

Discussion and Direction Regarding Board/Commission Annual Appointment Process

City Secretary Zucco advised regarding the calendar of events for the process. The Council stated a consensus not to conduct board/commission reviews in 2013, to receive annual attendance reports, consider reappointments in June, provide notification regarding available positions via email and small utility flyers, and to hold one reception in August.

Discussion and Direction Regarding City of Plano Logo

City Manager Glasscock spoke to the Council's Strategic Vision Sessions related to development of a marketing plan and creation of a tag line for the City. He spoke to "ownership" of the current logo and advised that after consideration of information brought forward by the consultant, Staff worked to refresh its appearance. Director of Marketing and Community Engagement Vail-Grube spoke regarding development of the tag line "People Connect Here" and efforts to communicate and convey the City's image and message. Graphic Designer Evans spoke to issues related to the logo's font, colors, balance and inclusion of the new tagline and provided several examples. Council Member Gallagher spoke in support of retaining the current logo and requested the revision be posted on *Engage Plano* for feedback. Mayor Pro Tem Smith and Council Members Miner and Davidson spoke in support of the recommended update. Mr. Glasscock spoke to a phased-in approach for implementation to reduce costs and branding of the City as a whole to include the Convention and Visitor's Bureau and Plano Economic Development. Deputy Mayor Pro Tem Harris stated some concern related to revising the logo and Mr. Glasscock spoke to this as the final piece of marketing efforts to portray one message. Mayor Dyer requested consideration be brought back for the March 25 meeting.

Council items for discussion/action on future agendas

No items were discussed.

Consent and Regular Agendas

No items were discussed.

Nothing further was discussed. Mayor Dyer adjourned the Preliminary Meeting at 7:04 p.m.

Phil Dyer, MAYOR

ATTEST

Diane Zucco, City Secretary