

**PLANO CITY COUNCIL
SPECIAL CALLED WORKSESSION
May 22, 2010**

COUNCIL MEMBERS

Phil Dyer, Mayor
Lee Dunlap, Mayor Pro Tem
Pat Miner, Deputy Mayor Pro Tem
Ben Harris
André Davidson
Lissa Smith
Harry LaRosiliere
Jean Callison

STAFF

Thomas H. Muehlenbeck, City Manager
Frank Turner, Deputy City Manager
Bruce Glasscock, Deputy City Manager
Mark Israelson, Assistant City Manager
LaShon Ross, Assistant City Manager
Diane C. Wetherbee, City Attorney
Diane Zucco, City Secretary

Mayor Dyer convened the Council into the Special Called Worksession on Saturday, May 22, 2010, at 8:31 a.m., in the Building Inspections Training Room of the Plano Municipal Center, 1520 K Avenue, Plano, Texas 75075. All Council Members were present.

Discussion, Direction and Action Regarding Review of City of Plano Vision, Mission, Strategic Plan, Overarching Themes, Goals and Core Businesses, including Council Governance, Roles and Responsibilities. Council may discuss and provide direction and action on the FY 2010/2011 Budget and Core Business Services.

Lyle Sumek, of Lyle Sumek Associates, Inc. facilitated the worksession and reviewed the strategic planning process: vision being the destination; five-year plan of goals and challenges; execution of a one-year plan; the mission defining the responsibility of City government; and the core beliefs that define performance standards. He reviewed the shift in the outlook of city leaders: Being revenue-driven versus service-value driven; Looking at tax payer versus customers paying for cost of service; Shifting from development new areas to redevelopment; Departmental advocacy versus responsible executives; Happiness versus making difficult choices; and Growth versus sustainability.

Mr. Sumek spoke to the category of *Financially Strong City with Service Excellence* and achievement of goals in 2009-10 including addressing the budget process through core matrixes; looking for service efficiencies and cost reductions; showing financial responsibility through the tax rate; using the bond election as an investment in the City's future; realizing returns from the Economic Development tax increase; offering transparent City government; "AAA" bond rating; nationally recognized for service quality; and a seamless transition to new managers for the Parks and Recreation and Library Departments. The Council discussed the pressures on Staff to maintain a high level of service and the use of technology for efficiencies.

Mr. Sumek spoke to the category of *Safe Large City* and the achievement of goals including the Animal Shelter expansion; Police/Fire-EMS reaccreditation; success of National Night Out; recognition as one of the safest cities; the opening of Fire Station 12, the logistics warehouse, the Emergency Operations Center; the success of red light cameras; crime rate reduction; and Moto Mesh/radio replacement. He spoke to the *Strong Local Economy* and companies that have located in the City bringing employment and expansion of the commercial tax base. Mr. Sumek spoke to *Great Neighborhoods – 1st Choice to Live* and achievements including the Caddo Park Neighborhood Plan; Comprehensive Plan update; sales of foreclosed properties; near completion of the Residential Modernization Handbook; preparations for updating at Carpenter Park Recreation Center; progress on updating the Zoning Ordinance; and efforts of the Census Complete Count Committee.

Mr. Sumek spoke to *Exciting Urban Centers – Destination for Residents and Guests* including the amendment of regulations for private clubs; expansion/renovations in the downtown area; zoning of a new urban center; Turnpike Commons; and expansion in Legacy Town Center. He spoke to *Partnering for Community Benefit* and work with the Regional Transportation Council on the location of the Cottonbelt line; Complete Count Census Committee; public radio system; and continued support for community events (Live Green Expo). The Council spoke to other success including the opening of the Oak Point Nature Preserve; rail corridor studies and park land acquisitions.

The Council discussed what success in 2015 would entail and collectively identified; financially strong City government; stable revenue and budget; high quality of services valued by residents; "AAA" bond rating; destination for people to live and businesses to locate; maintaining the quality of life; attract, retain and help grow businesses; revitalized aging commercial centers; Collin Creek Mall - significant movement in terms of redevelopment; being known as a safe City both nationally and state-wide; maintaining a low or lowest tax rate; City management in place and effective; significant commercial growth; sustainable financially and socio-economically; DART expansion to the north; Arts of Collin County in place and utilized; stronger and more developed partnerships; and reputation as a premier City in Collin County. City Manager Muehlenbeck spoke to concerns regarding resources, the lack of control over DART's expansion and other cities with available 4a-4b funding. Council Member Davidson spoke to developing partnerships.

The Council discussed action ideas including: addressing direction of the Research/Technology District; the direction of the Arts of Collin County; Collin Creek Mall; addressing the budget process including service priority and the tax rate; consideration of a convention center; library services; economic development; collective bargaining; health care forms; City grants programs; a 12th Street Station; residential development; the City's position and next steps with regard to DART; Los Rios Country Club; the Pecan Hollow remodeling project; determining a responsible tax rate for a sustainable City; a U.S. 75 Corridor Plan; and City-PISD relationships. Deputy City Manager Glasscock advised he would prepare information regarding collective bargaining.

The Council recessed the worksession at 10:12 a.m. and reconvened at 10:20 a.m.

The Council further discussed action ideas including the Economic Development Board and its funding; cooperative efforts with the faith community; Douglass Center management; partnering with the Chamber for *Shop Plano First*; water/sewer rates; radio system replacement; Carpenter Recreation Center renovations; Fire Station #13; funding of the 2010 citizen survey; revised criteria for the Buffington Grants; expansion of the animal shelter; alcohol sales at public events; community building events; management succession; evaluating the needs of human service agencies; direction on addition of a major hotel; downtown development; public communications; indoor farmer's market; county bond fund for roadways and utilizing an economic development fund for redevelopment.

The Council updated and ranked their goals in the following order: Financially Strong City with Service Excellence; Safe Large City; Strong Local Economy; Great Neighborhoods – 1st Choice to Live; Exciting Urban Centers – Destination for Residents and Guests; and Partnering for Community Benefit.

Financially Strong City with Service Excellence

The Council identified objectives as balanced and reliable revenue sources to include the tax rate to support defined services, service levels and investing in the future; services delivered in the most cost-effective manner; investing in maintaining City infrastructure and facilities; maintaining a "AAA" bond rating; City services and service level responsive to the needs of residents; and effective use of technology to enhance service delivery and operating efficiencies and providing information to citizens. Challenges and opportunities identified by the Council were declining and uncertain City revenues; residents' attitude toward the cost of government and taxes; and increasing service demands and residents' expectations. The Council collectively identified priority actions including the direction of the budget for FY 2010-11 and the three-year forecast; water/sewer capital projects and funding; funding for economic development; and potential alcohol package sales.

The Council recessed the worksession at 11:36 a.m. and reconvened at 11:49 a.m.

Safe Large City

The Council identified objectives as a low crime rate; timely response to an emergency call for service; Public Safety Departments working with the community and residents sharing responsibilities for safety; residents' feeling and being safe - in their homes, community and in reporting issues to the City; a visible and known police presence in the community and neighborhoods; effective use of technology; and community prepared for all hazard response and recovery. Challenges and opportunities identified by the Council were continuing as one of the safest cities in Texas and the nation; maintaining appropriate public safety staffing; cost and funding for public safety; legislative action by federal and state governments; and the use of technology. The Council directed Staff to continue efforts related to the construction of Fire Station #13; radio system expansion; update of the Emergency Management Plan and opening the operations center; animal shelter expansion; Moto Mesh; expansion of the red-light camera system; and expanding communications to citizens regarding public safety services.

Strong Local Economy

The Council collectively identified objectives as having the reputation as a "business friendly" environment; retention and growth of Plano's businesses; Plano recognized as a "Major Business Center" with headquarters for major corporations; having a strong, vibrant and unique retail sector; and diverse new businesses attracted to Plano. Challenges and opportunities identified by the Council were: business investment with an uncertain national economy; growth and expansion of Plano businesses; competition from other cities; aging retail centers and attitude of property owners; and City tools/funding for redevelopment. The Council collectively identified priority actions to include analysis of a convention venue and review of Research/Technology District plan and regulations.

Great Neighborhoods – First Choice to Live

The Council collectively identified objectives as young professional families moving into mature neighborhoods; well-maintained City infrastructure and facilities, trees and streetscapes; increasing homeownership in mature neighborhoods; upgrading the quality and livability of older homes; and convenient access to services needed on a daily basis, shopping and leisure opportunities. Challenges and opportunities identified by the Council were the modernization of older homes; attracting young families to mature neighborhoods; code compliance and neighborhood appearance; and increasing rentals in single-family neighborhoods. The Council collectively identified addressing Douglass Community Center management as a priority action.

The Council recessed the worksession at 2:00 p.m. and reconvened at 2:06 p.m.

Exciting Urban Centers – Destination for Residents and Guests

The Council collectively identified objectives as vibrant downtown as a destination for entertainment, eating and retail with a reputation as a “cool” unique place to go; Legacy Center continuing to develop as an urban center; Collin Creek revitalized as a regional destination; retail and services to support residents in urban centers; revitalized older shopping centers; and selected four corner shopping areas developed and redeveloped as mixed-use centers. Challenges and opportunities identified by the Council were rekindling interest and enthusiasm in downtown Plano; working with current businesses and property owners; and assembling land into developable sizes. The Council collectively identified priority actions to include addressing the TIF #2 finance plan and land acquisition; location of the Cotton Belt red line interchange; and the Arts of Collin County.

Partnering for Community Benefit

The Council collectively identified objectives as enhancing relationships and partnerships with the school district; active participation and leadership in regional organizations; City involving residents and corporations in programs and service delivery through volunteerism and partnerships; working with other cities to address regional issues; enhancing relationships and partnerships with faith-based and diverse cultural groups. Challenges and opportunities identified by the Council were competing goals and interests among community organizations; relationships with legislative delegations; leveraging resources for community benefit; and advocacy for the City and protecting the interests of Plano. The Council collectively identified priority actions to include a City-school strategy and partnering with other cities in Collin County.

The Council recessed the worksession at 2:57 p.m. and reconvened at 3:11 p.m.

Policy Agenda 2010

The Council identified their top priorities and direction: moving forward with the FY 2010-11 budget and three-year forecast; reviewing information for water/sewer capital projects and funding; review of alcohol package sales; developing an overview of Research/Technology District plans and regulations; and Cottonbelt/Red Line Interchange. The Council identified those areas of high priority as: direction for Douglass Center management; continuing efforts on the TIF #2 financing plan land acquisition; and the Arts of Collin County. Mr. Sumek advised that per the Council’s prioritization an increase in economic development funding did not emerge as a top/high priority item.

Mayor Dyer thanked those in attendance and adjourned the meeting at 3:39 p.m.

Phil Dyer, MAYOR

ATTEST:

Diane Zucco, City Secretary