

**PLANO CITY COUNCIL
PRELIMINARY OPEN MEETING
March 22, 2010**

COUNCIL MEMBERS

Phil Dyer, Mayor
Harry LaRosiliere, Mayor Pro Tem
Lee Dunlap, Deputy Mayor Pro Tem
Pat Miner
Ben Harris
Mabrie Jackson (resigned)
Lissa Smith
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 called the meeting to order at 5:08 p.m., Monday, March 22, 2010, in Training Room A of the Municipal Center, 1520 K Avenue. All Council Members were present with the exception of Council Member Callison. Mayor Pro Tem LaRosiliere arrived at 5:09 p.m. 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/Litigation, Section 551.071, and to receive information regarding Economic Development, Section 551.087 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 6:06 p.m.

Consideration and action resulting from Executive Session discussion:

No items were brought forward.

Personnel Appointments

Photographic Traffic Signal Advisory Committee

The Council appointed the following members:

Mayor Dyer – Phil Head – two-year term
Deputy Mayor Pro Tem Dunlap – Michael L. Shea – two-year term
Council Member Miner – Greg Price – one-year term
Council Member Smith– Joe Celso – three- year term
Council Member Harris – Tase E. Bailey – two-year term

Mayor Dyer advised that remaining appointments would be brought back on a future agenda.

Discussion and direction concerning the funding and administration of grant programs supporting cultural and arts programs, heritage preservation activities, special events, social services and housing programs.

Director of Planning Jarrell advised that the recommendations include various reductions in the amount of funding, caps on the use of funds, options to determine amounts prior to the August Budget Worksession and further that grant deliberations begin in early May. She spoke to issues that may arise if there were changes to the use of grant funding by museums on City-owned property for salaries/administration as these are not covered by other funding. City Manager Muehlenbeck spoke to consideration of lowering the percentage of funding (from 15% to 10%) and to making a flat amount of money available. He further spoke to deficits for Plano Centre and consideration of establishing reserves for Centre improvements or a new facility.

Ms. Jarrell responded to Deputy Mayor Pro Tem Dunlap regarding volunteer hours and advised she would bring back information regarding the allocation of time between meetings and tasks. Mr. Muehlenbeck spoke to collecting residency information from visitors to demonstrate the link between programs and tourism. Ms. Jarrell spoke to funding in other cities and to setting the Buffington Community Services Grants at \$250,000 rather than \$2 per capita. She further advised regarding funding for new events which decreases over time, spoke to the recommendation to set a figure for funding of Urban-Town Center Grants prior to the Budget Worksession and to maximizing the use of Community Development Block and HOME grants funds for Staff time.

Jenifer Balch and Ron Eubanks, of Rover Dramawerks stated concern regarding the impact of decreased funding and the positive influence of the art on the community. City Manager Muehlenbeck advised that Staff would work to establish a set amount for funding and percentages for distribution and spoke to consideration of balancing the budget for Plano Centre and establishing a reserve fund. He spoke to reductions in allocations for 2009-10 based on lower hotel/motel tax figures.

Discussion and Direction Regarding Revenue Generating Municipal Marketing

Deputy City Manager Glasscock spoke to generating incremental revenue for the City through partnerships consistent with and appropriate for the City's mission advising that it would raise revenues through sponsorship/partner programs; recruit participation of leading brand marketers; and develop long-term community partners. He advised regarding considerations including the need to be sensitive to community values; develop policies and procedures; review existing contracts and relationships; and include public participation. Mr. Glasscock spoke to possible programs utilizing parks, kiosks, City facilities, vehicles, events, and vending machines.

Assistant City Manager Israelson spoke to use of the City name for marketing by outside vendors. Mr. Glasscock spoke to possible issues of perception, Mayor Dyer spoke to staying out of competition with private City businesses and Deputy Mayor Pro Tem Dunlap spoke to rental of City rights-of-way. The Council stated concurrence in directing Staff to move to the next level.

Council Items for discussion/action on future agendas

Mayor Dyer requested a presentation of the online checkbook.

Consent and Regular Agendas

Deputy Mayor Pro Tem Dunlap requested that Consent Agenda Item "E," Bid No. 2010-60-B, 2008-2009 Sidewalk Construction Project to HMC Asphalt and Concrete, Inc. in the amount of \$214,900 be removed for individual consideration due to a possible conflict of interest.

Nothing further was discussed. Mayor Dyer adjourned the Preliminary Meeting at 6:55 p.m.

Phil Dyer, Mayor

ATTEST

Diane Zucco, City Secretary