

## PLANO CITY COUNCIL

**WILL CONVENE INTO EXECUTIVE SESSION AT 5:30 P.M. ON MAY 14, 2012, FOLLOWED BY THE PRELIMINARY OPEN MEETING IN THE PLANO MUNICIPAL BUILDING, 1520 K AVENUE, IN COMPLIANCE WITH VERNON'S TEXAS CODES ANNOTATED, GOVERNMENT CODE CHAPTER 551 (OPEN MEETINGS ACT), AS FOLLOWS:**

**Mission Statement: The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and contribute to the quality of life in our community.**

### EXECUTIVE SESSION

- |     |   |           |         |
|-----|---|-----------|---------|
| I.  | Legal Advice<br>Respond to questions and receive legal advice on agenda items   | Wetherbee | 5 min.  |
| II. | Economic Development<br>Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect. | Bane      | 10 min. |

### PRELIMINARY OPEN MEETING

- |      |   |                |         |
|------|---|----------------|---------|
| I.   | Consideration and action resulting from Executive Session discussion              | Council        | 5 min.  |
| II.  | Discussion and Direction re Sales Tax   | Rhodes-Whitley | 10 min. |
| III. | Learn 2 Live Green Expo Report  | Nevil          | 10 min. |
| IV.  | Discussion and Direction re Board and Commission Review Committee Recommendations | Miner/Dunlap   | 15 min. |
| V.   | Briefing re Police Department Victim Advocate Program                             | Rushin         | 10 min. |
| VI.  | Discussion and Direction re Plano Marketing Strategy                              | Glasscock      | 10 min. |

- |       |   |         |        |
|-------|---|---------|--------|
| VII.  | Council items for discussion/action on future agendas | Council | 5 min. |
| VIII. | Consent and Regular Agendas                           | Council | 5 min. |

**In accordance with the provisions of the Open Meetings Act, during Preliminary Open Meetings, agenda items will be discussed and votes may be taken where appropriate.**

***Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Avenue L, with specially marked parking spaces nearby. Access and special parking are also available on the north side of building. The Council Chamber is accessible by elevator to the lower level. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 972-941-7120.***

# *SALES TAX DISCUSSION*

*May 14, 2012*

*Presented by the  
Budget & Research Department*

# Sales Tax Cap

- In 2008, a cap was placed on sales tax projections at \$57 million.
- The policy stated that any amount collected over the \$57 million could be used for one-time expenditures, transferred to the Capital Reserve Fund or kept in the fund balance to offset the following year's budget.
- Due to the economic downturn, the cap was placed on sales tax projections in order to limit the amount of collections to be used to support existing operating expenditures.

# Discussion Points

- Discuss increasing the sales tax cap from \$57.0 million to a three-year average of \$59.0 million.
- Funds can be used to offset future operating expenditures in the General Fund.
- Sales tax collections, although still our most volatile revenue source, have started to stabilize.
- Review sales tax trends.

# Sales Tax History

## (Net Sales Tax Rebates)

### FY 2000-01 to Present



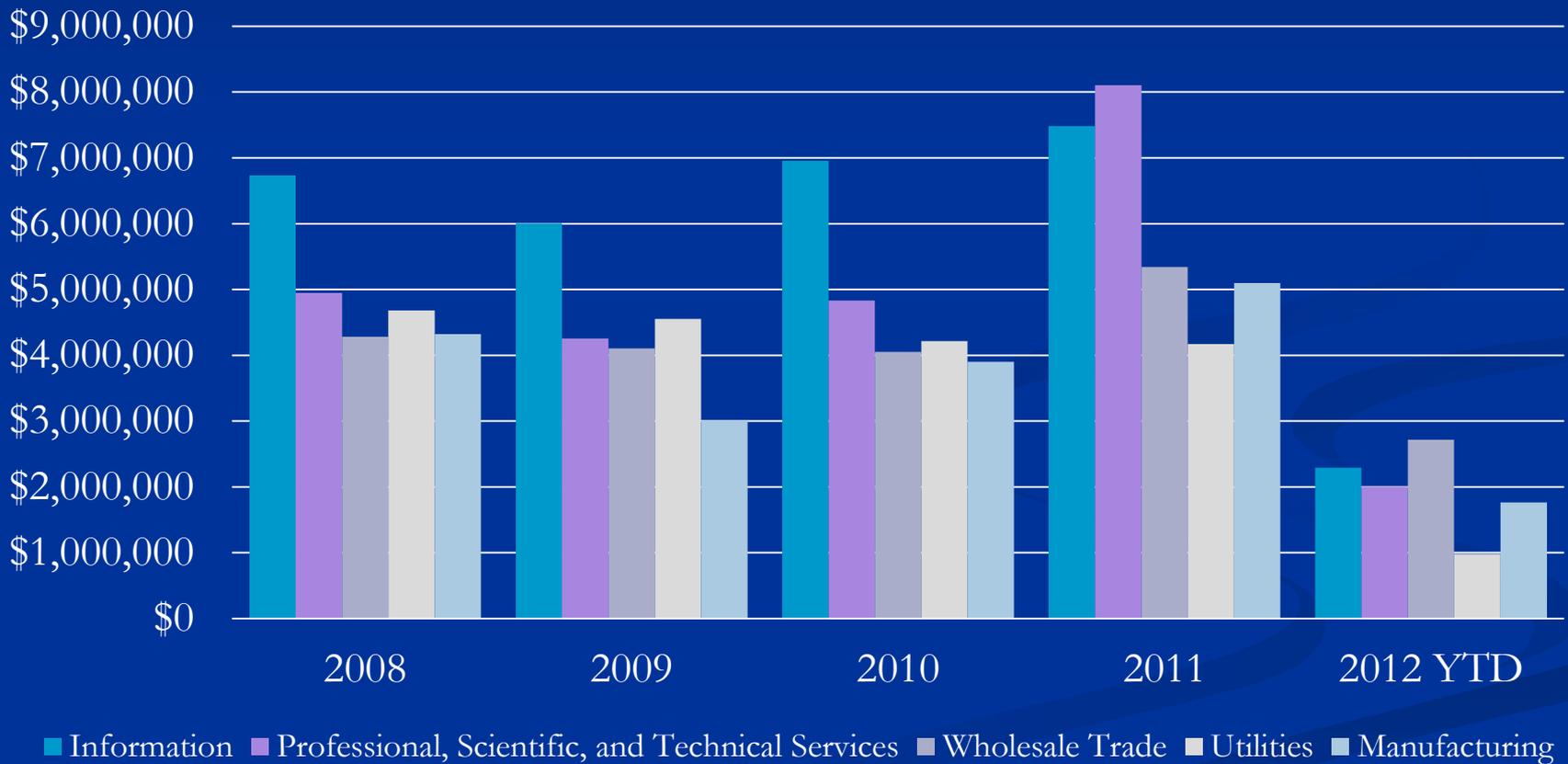
# Retail & Business to Business Collections Comparison

Sales Tax Collections: Business to Business vs. Retail  
2008 to Present



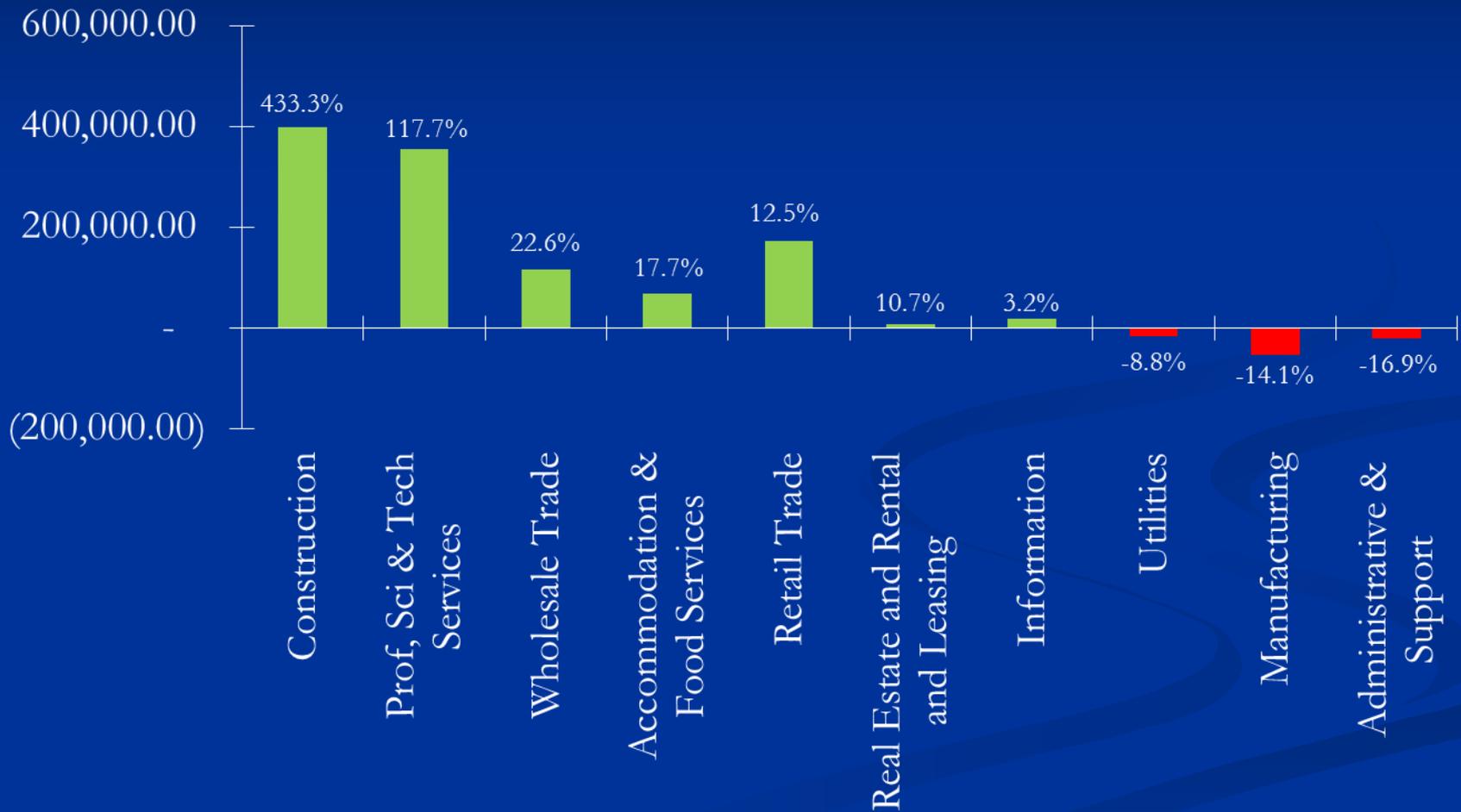
# Plano's Major Non-Retail Industries

## Top 5 Business to Business Categories - 2008 to Present

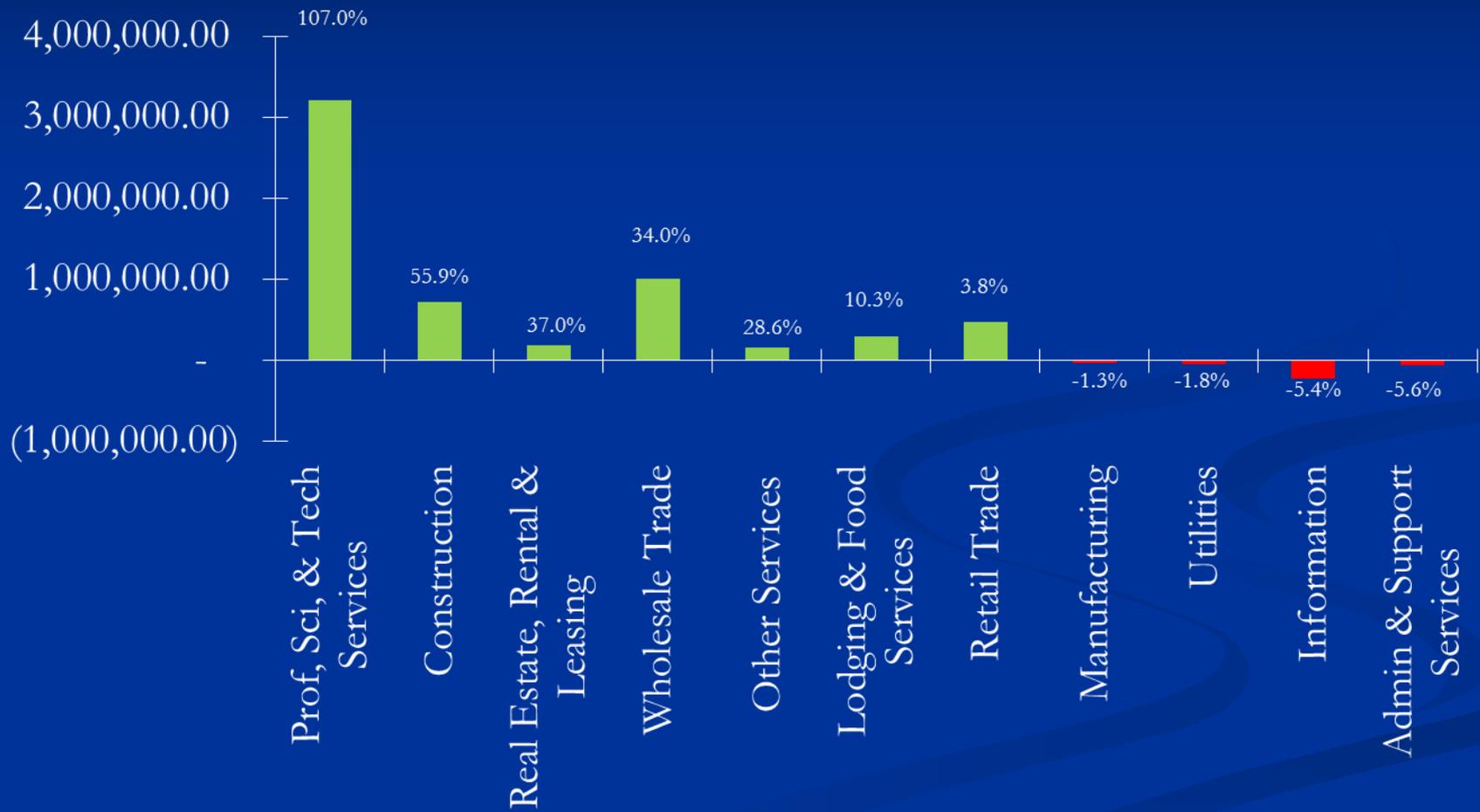


# Sales Tax Collections / Comparison

## April 2012 to April 2011



# Sales Tax Collections / Comparison FY 2011-12 YTD to FY2010-11



# Sales Tax Collections, Audit Adjustments & Service Fees – FY 2006-07 to Present

Fiscal Year	Collections	Audit Adjustments & Service Fees	Total Receipts
2006-07	\$65,457,503	(\$2,079,667)	\$63,377,836
2007-08	\$65,764,825	(\$1,650,212)	\$64,114,613
2008-09	\$59,478,696	(\$2,001,569)	\$57,477,127
2009-10	\$59,303,077	(\$1,027,959)	\$58,275,118
2010-11	\$63,532,068	\$15,276	\$63,547,343
2011-12 YTD	\$38,285,394	\$2,186,644	\$40,472,039

# Sales Tax Cap Options

1. Three-year average equals \$59,036,697
2. Five-year average equals \$60,306,578
3. Maintain existing policy of \$57 million

# QUESTIONS??

Director of Budget & Research - Karen Rhodes

972-941-7472

[karenr@plano.gov](mailto:karenr@plano.gov)

# LEARN **2** LIVE GREEN

## 2012 Management Report

In its sixth year, this year's expo event was held at the Shops at Legacy on April 14. The change of venue was successful in creating a more inviting and festive atmosphere, which was one of our goals this year. Other positive aspects of this location included:

- Angelika Film Center for presentations
- Convenient and ample parking
- Variety of eating establishments
- Reaching people who were at Shops for other reasons
- Attendance from residents residing within walking distance

### ***Attendance:***

It was very difficult to get a count for the event as many of the attendees did not drive to the event and there were multiple entry and exit points which created a challenge for number tracking. Our best estimate for attendance is 6,000 to 7,000.

### ***Logistics at new venue:***

Contractual issues with Inland Southwest Management and the Angelika Film Center were challenging though able to be resolved, much later in the planning stage than we would have liked. The Angelika Film Center was an excellent location for presentations and technical staff of great assistance on event day. There was a major problem with parked cars along Martin Street during early morning set-up hours which required some shuffling of exhibit locations at the last minute and also resulted in less visibility for two exhibits.

The Marriott was not available so the size and scope of the event was much smaller than in previous years reducing exhibits from 170 to 75.

### ***New Features this Year:***

Solar Car Challenge: The Solar Car Challenge Foundation hosted five high school solar car teams at the event. Three of these revolutionary solar cars qualified to make the drive from the Classic BMW dealership on Spring Creek Parkway to The Shops at Legacy. This was a huge success for these three teams because it helped "qualify" them to take part in this summer's solar car race at the Texas Motor Speedway scheduled July 16-19.

The Solar Car Challenge is an education program designed to help motivate students in science, engineering, technology, and alternative energy. The program teaches high school students how to design, engineer, build, and race roadworthy solar cars. There are 85 high schools in 23 states working to take part in the Solar Car Challenge.

Green Art Exhibit (View 2 Vote): 80 pieces of art were submitted and 27 pieces selected by the judging panel for display. 381 attendees voted with over 500 walking through the exhibit.

Plastiki Exhibit: The steady stream of visitors to the Plastiki exhibit took time to read about the plastic bottle constructed floatable craft and its historic voyage from San

Francisco to Australia to raise awareness of the plastic-sludge gyro in the Pacific Ocean. Visitors were both fascinated and appalled by the amount and effect of plastics in the ocean on sea creatures and bird life. They indicated appreciation of the exhibit being brought in to L2LG.

**Keynote Speakers:**

We were delighted to have two inspiring speakers address the growing national concern over the quality of our food and the way we use water. Robyn O'Brien and Charles Fishman were exceptional speakers and it was disappointing more people did not attend these sessions.

**Data Points:**

75 exhibitors  
 17 presentations  
 13 workshops (1 Rain Barrel; 6 Compost Fairs; 2 Food Waste Composting; 2 Home Energy Efficiency; 1 Container Gardening; 1 Green Cleaners)  
 Compost Fair Attendance: 200  
 Rain Barrel Workshop Attendance: 98  
 Food Waste Composting Workshop Attendance: 151  
 Container Gardening Workshop Attendance: 124  
 Energy Efficiency Workshop Attendance: 101  
 Green Cleaners Workshop Attendance: 74  
 223 volunteers contributed a total of 839 hours  
 Zero Waste event: Diverted 71% of material, recycling 246 pounds

**Cost:**

	<b>2011-12</b>	<b>2010-11</b>
Budgeted	\$202,325	\$200,411
Actual	\$102,198	\$184,579
Savings	\$100,127	\$15,832

Major savings included:

- No event manager needed for this size event (\$33,500)
- Convention services (\$13,500)
- Food (\$774)
- Overtime (\$11,789)
- Outside Printing – one page schedule instead of program (\$6383)

Overages included:

- Contracts (\$4,528)
- Equipment Rental (\$4,372)

**Revenue:**

	<b>2011-12</b>	<b>2010-11</b>
Budgeted	\$120,000	\$121,500
Actual	\$ 31,050	\$ 89,190
Shortage	\$ 88,950	\$ 32,310

Revenue was significantly lower as a result of losing \$75,000 in exhibitor fees. Sponsorship revenue was \$27,650 as compared to \$32,000 last year.

It was hoped moving to The Shops at Legacy would provide more partnership opportunities with area corporations and more co-marketing potential with The Shops at Legacy retailers. This did not happen. We feel retailers were unfamiliar with the event and would hope future events would generate more interest.

**Total Event Cost to City:**

	<b>2011-12</b>	<b>2010-11</b>
Expenses	\$102,198	\$184,579
Revenue	\$ 31,050	\$ 89,190
<b>Total Cost to City</b>	<b>\$ 71,148</b>	<b>\$ 95,389</b>

**In-Kind Contributions:**

In-kind sponsorships were \$156,100 as compared to \$227,000 in previous year. Unfortunately, JC Penneys eliminated their print shop which resulted in a loss of \$20,000 in printing value. House Talk normally provides in-kind promotions valued at \$30,000 and they were not able to participate due to the inability to establish a dedicated phone line at the Shops.

**Staff Involvement:**

The reduction in scope and size reduced the amount of staff time necessary to plan and coordinate the event. I estimate staff time devoted to this event was cut by at least 50%.

Comp time and overtime was also reduced significantly as we needed fewer employees due to parking arrangement and the smaller venue required fewer employees during set-up.

**Media Impressions:**

Total media impressions for March: 5,249,485. Total media impressions for April: 9,582,408. These figures include TV, radio, websites, print, DART banners/bus panels and direct mail.

Media partners included: CBS Radio (KLUV, JackFM, LiteFM), NBC 5, DART, Star Newspapers, Edible DFW, Natural Awakenings Dallas, Natural Awakenings NTX, and Dirt Doctor. Also, cities of Frisco, Allen and Richardson promoted the event to their residents.

**Summary**

In summary, evaluations are coming back very positive, staff felt the smaller event was more focused while still successful in creating a place for residents to experience community, and the cost to the city was reduced by \$24,241 from the previous year.

## MEMORANDUM

**DATE:** April 12, 2012

**TO:** Honorable Mayor and City Council  
City Manager Glasscock

**FROM:** City Secretary Zucco

**RE:** Board and Commission Review Committee

On Wednesday, April 11, 2012, Mayor Pro Tem Miner and Council Member Dunlap (members of the Board and Commission Review Committee), City Manager Glasscock, City Secretary Zucco and Assistant City Secretary Snyder met to consider the following boards/commissions:

### **BUILDING STANDARDS COMMISSION**

Council Member Dunlap recommended no revisions be made to this commission.

### **COMMUNITY RELATIONS COMMISSION**

#### Sec. 2-156 - Established; composition; appointment of members

Mayor Pro Tem Miner and Council Member Dunlap recommended consistency in the membership requirements of all three grant funding commissions and the current 12-month moratorium for those appointed to the Cultural Affairs Commission. They spoke regarding Council discussion and consideration of the impact of a moratorium on the pool of applicants for commissions as well as the agencies, organizations and groups.

#### Sec. 2-159 - Meetings; quorum

The Committee recommended wording requiring the commission meet "at least once every three months" be retained.

#### Sec. 2-162 - Liaison to multi-ethnic committee

Based on information from Staff advising the PISD committee has been dissolved, the Committee recommends deletion of this section.

### **CULTURAL AFFAIRS COMMISSION**

#### Sec. 2-251 - Created; purpose

(See notation above [Sec. 2-156] related to appointment of members noted for the Community Relations Commission.)

#### Sec. 2-253 - Officers

The Committee recommended removing language referencing the duties of the commission's secretary as these are being addressed by support staff. Revised language will read as follows: "The board shall also have a vice chairperson elected by its members for a one-year term. Staff support shall be provided as deemed necessary whose services shall include keeping minutes of the meetings."

Sec. 2-257 - Reports

The Committee recommended revising the description of reports to reflect duties cited in Sec. 2-256 as follows:

“...This report shall describe each of the two (2) recommendations mentioned in section 2-256(2)...”

**HERITAGE COMMISSION**

Sec. 16-107 – Heritage commission – Organization

(See notation above [Sec. 2-156] related to appointment of members noted for the Community Relations Commission.)

**LIBRARY ADVISORY BOARD**

Sec. 10-17 – Officers.

(See notation above [Sec. 2-253- Cultural Affairs Commission] related to the board secretary.)

**PARKS AND RECREATION PLANNING BOARD**

Sec. 15-22 – Officers.

(See notation above [Sec. 2-253- Cultural Affairs Commission] related to the board secretary.)

**SELF SUFFICIENCY COMMITTEE**

Based on its relationship with the Plano Housing Authority, the Committee recommended no revisions be made.

**SENIOR CITIZENS ADVISORY BOARD**

Sec. 2-242 – Membership.

The Committee spoke to members of the Senior Center Council attending Senior Citizen Advisory Board meetings to receive information and provide input.

Sec. 2-243 - Officers

(See notation above [Sec. 2-253- Cultural Affairs Commission] related to the board secretary.)

**Multi-Cultural Outreach Roundtable**

The Committee spoke to rewording the resolution to rotate the co-chairs annually to serve as chair of the committee.

May 7, 2012

**MEMO**

**TO:** Bruce D. Glasscock, City Manager  
Frank F. Turner, Deputy City Manager

**FROM:** Phyllis M. Jarrell, Director of Planning

**SUBJECT:** Qualifications for Appointment to Boards and Commissions

At its meeting on February 27, 2012 City Council discussed the qualifications for appointments to the boards and commissions which provide recommendations on various grants – the Cultural Affairs Commission, the Community Relations Commission and the Heritage Commission. The appointment criteria set forth in the Code of Ordinances for the Cultural Affairs Commission states that “...no members of the commission shall have served on the board of an affected cultural affair organization, agency or group for the previous twelve (12) months.” There is no similar requirement for appointment to the other two commissions. The practice of both groups has been for commissioners to abstain from discussion and consideration of grant requests when appropriate based on past or current affiliation with a grant recipient’s board or services.

At the February meeting the Council indicated support for the implementation of a consistent standard for all three commissions, and suggested either the existing one-year prohibition or a requirement that any Commission member having served on the board of a grant recipient within the last two years recuse himself from consideration and discussion and any application from that organization. Council asked that staff provide the following:

- Feedback from the Cultural Affairs Commission on how the one-year waiting period has worked in practice;
- Feedback from the Heritage Commission and Community Relations Commission on both the one year waiting period along with the proposed two year recusal for consideration; and
- Present the results to City Council with a recommended uniform standard for all Commissions.

### Cultural Affairs Commission

Dana Conklin, Director of Public Information, polled the Cultural Affairs Commission members and found that support for extending the one-year waiting period to all three Commissions was mixed, but the Commissioners believed that the same standard should be established for all three groups. The Commission believed that enough qualified people apply for appointment and the one-year waiting period would not impact the candidate pool.

### Community Relations Commission

The Community Relations Commission believed that the current standards for appointment, with no prior service restrictions, should be maintained. The Commissioners also thought that the Code of Conduct training offered by the City Attorney's office and reiterated by staff is adequate to ensure that the practices of the Commission are ethical. The Commission provided the following insight:

- The one-year waiting period does not address the full array of ethical considerations related to grant requests, such as a Commission member who may have previously served on the board of a non-profit submitting a first-time grant application.
- Limiting the applicants based on recent prior service might hinder the selection of the best quality candidate with valuable experience.
- The current practice of abstaining from discussion and voting consistent with the City's Code of Conduct is working well and there is no need to institute a new rule.

### Heritage Commission

The Heritage Commission discussed the options related to appointments and reached general consensus on:

- A minimum one year separation period from serving on a board of a non-profit agency that receives grant funding from the city and being appointed to a commission is appropriate.
- In addition to the one year separation period noted above, a commissioner should also recuse themselves for a period of one year, from discussion and voting of grant funding recommendations for an agency in which they were a former board member.
- The "separation period" needs to be defined; for example, is the one year separation period measured from the date last served on the board to 1) the date the applicant applies to serve on a city commission, 2) the date the person is appointed to the commission, or 3) the date the person takes office as a commissioner (i.e. Nov 1st).
- The same appointment criteria should apply to all three commissions.

## Recommendation

Each Commission had different thoughts on the existing and proposed requirements for appointment, but all agreed that the same standards should apply equally. To summarize the options:

- Apply the one year waiting period to all commissions.
- Allow applicants who have previously served on boards of grant recipients to be appointed, but require that they step down from consideration of grant applications if their service has been within the past two years.
- Consider a variation of the above options. The Heritage Commission recommended the one year waiting period followed by one year of recusal from consideration of grant applications.
- As suggested by the Community Relations Commission, do not apply a waiting period but allow the Code of Conduct to govern recusal from consideration of grant applications.

With all of the above options, the method for defining when the separation period starts and how this requirement can best be communicated to prospective applicants should be determined.

Please let me know if you have questions or need additional information.

XC: Dana Conklin, Director of Public Information  
Diane Zucco, City Secretary  
Christina Day, Community Services Manager  
Tina Firgens, Planning Manager

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## Discussion/Action Items for Future Council Agendas

***May 16 – Plano Police Department’s Peace Officer Memorial Service – Haggard Park – 1 pm***

***May 23 – Plano Fire Department Awards Ceremony – Council Chambers – 5:30 pm***

***May 28 – Memorial Day***

### **May 29 (Tuesday)**

- Comprehensive Monthly Financial Report
- Citizen Survey
- Appointment - Mayor Pro Tem and Deputy Mayor Pro Tem
- Reappointment/Appointment - DART Board of Directors
- Neighborhood Vitality Program
- NTTA – Overview and Update

***June 8-10 – TCMA Conference, South Padre Island***

**June 11**

***June 16 – Plano Fire Department Appreciation Picnic – Arbor Hills Preserve – 12 – 4 pm***

***June 21 – Meet & Greet Your City Council and City Staff – Davis Library – 6-8 pm***

**June 25**

- Comprehensive Monthly Financial Report
- Board/Commission Reappointments
- Appointment - Council Liaisons

***July 4<sup>th</sup> – Independence Day***

**July 23**

- Comprehensive Monthly Financial Report
- DART Report

**July 25 (Wednesday)**

- Budget Presentation

05-08-12 – 2:28 pm

***August 8 – City Council Budget Workshop – Grant Funding – 5 pm***

**August 13**

- Public Hearing on Operating Budget/Community Investment Program
- Approval of Appraisal Roll
- Consider Proposed Tax Rate

***August 16 – Boards/Commission “Meet the Applicants” – Municipal Center - 6:30 – 8 pm***

***August 18 – City Council Budget Worksession – 8 am***

***August 23 – Boards/Commission “Meet the Applicants” – Municipal Center - 6:30 – 8 pm***

**August 27**

- Comprehensive Monthly Financial Report

- **September 3 – Labor Day**

**September 10**

- Adoption of Operating Budget, Community Investment Program
- Set Tax Rate
- North Texas Municipal Water District Report

***September 20 – Meet & Greet Your City Council and City Staff – Haggard Library – 6-8 pm***

***September 21-23 – Plano Balloon Festival***

**September 24**

- Comprehensive Monthly Financial Report
- Board/Commission Appointments

***September 29-October 3 IACP Conference – San Diego***