

## FLOWER MOUND TOWN COUNCIL STRATEGIC PLANNING SESSION JUNE 21, 2019

THE FLOWER MOUND TOWN COUNCIL STRATEGIC PLANNING SESSION HELD ON THE 21<sup>ST</sup> DAY OF JUNE, IN THE FLOWER MOUND TOWN HALL, LOCATED AT 2121 CROSS TIMBERS ROAD, IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 4:00 P.M.

[Click here](#) for meeting video link (subject to change)

The Town Council met in a strategic planning session with the following members present:

Steve Dixon	Mayor
Sandeep Sharma	Mayor Pro Tem
Claudio Forest	Deputy Mayor Pro Tem
Jim Pierson	Councilmember Place 1
Ben Bumgarner	Councilmember Place 3
Jim Engel	Councilmember Place 4

Constituting a quorum with the following members of the Town Staff participating:

Theresa Scott	Town Secretary
Jimmy Stathatos	Town Manager
Tommy Dalton	Assistant Town Manager
Lexin Murphy	Director of Planning Services
Tiffany Bruce	Executive Director of Public Works
Andrea Roy	Director of Economic Development
JP Walton	Assistant to the Town Manager
Andy Kancel	Police Chief
Matt Hoteling	Traffic Engineer
Eric Greaser	Fire Chief
Matt Hotelling	Traffic Engineer
Matt Woods	Director of Environmental Services
Brian Waltenburg	Assistant Director of Engineering – Capital Projects
Clay Riggs	Assistant Director of Public Works
Bob Pegg	Assistant Director of Engineering – Engineering Services
Chuck Jennings	Director of Parks and Recreation

### I. **CALL STRATEGIC PLANNING SESSION TO ORDER**

Mayor Dixon called the strategic planning session to order at 4:03 p.m.

### II. **AGENDA ITEMS**

**Presentation and discussion of the Town's Strategic Plan including discussion of objectives, action items, targets, and performance for the goals of:**

Mr. Stathatos summarized the purpose of the SPS and noted that items will be heard in the order noted in the packet.

There was a staff presentation and/or discussion on the following topics, which included direction from Council as warranted.

- 1) Safety and Security

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- 2) First Rate Infrastructure
- 3) Financial Soundness and Operational Excellence
- 4) Superior Quality of Life
- 5) Dynamic Economic Environment
- 6) Regional Cooperation
- 7) Community Engagement
- 8) Quality Workforce

with additional discussion and direction regarding:

<b>Item</b>	<b>Topic</b>	<b>Department/Division</b>	<b>Notes</b>
1.	Utility Mailer	Communications	Discuss transparency by including a status update of certain items in the utility mailer
2.	Town Website	Communications	Review the Town's website design
3.	Development Notifications	Development	Discuss the development notification process for residents
4.	Public Works Notifications	Public Works	Discuss the Public Works notification process for residents
5.	Public Notice Signage	Development	Review the Town's public notice signage as it relates to size and placement
6.	Review our Benchmark Cities	Town Manager's Office	Review and update the Town's Benchmark Cities
7.	Summary Page for Certain Items	Town Manager's Office	Discuss having a summary page on certain Council items
8.	Impacts of SB2	Financial Services	Discuss the impacts of Senate Bill 2 on the Town
9.	Debt Discussion	Financial Services	Discuss Town Council views of adding debt
10.	Parks Board Input	Parks & Recreation	Discuss the Parks Board input topics
11.	Increased Homestead Exemption/Rate Reduction	Financial Services	Discuss increasing the homestead exemption or reducing the property tax rate if the Town is over the revenue cap
12.	Reducing Expenses (i.e. Cancelling ACMS Contract)	Financial Services	Discuss reducing expenses, expectations for the M&O budget, and cancelling the ACMS contract
13.	How to Increase Town Revenue	Financial Services	Discuss ways to increase Town revenue in light of the property tax revenue cap

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<b>Item</b>	<b>Topic</b>	<b>Department/Division</b>	<b>Notes</b>
14.	Operational Audit of Financial Processes	Financial Services	Discuss inviting a local auditor in for a second opinion on our budgeting and financial practices
15.	Performance Appraisal Merit System	Human Resources	Discuss the creation of a Performance Appraisal Merit System with annual reviews that rewards high achievers
16.	Cultural Arts Center	Town Manager's Office	Discuss the potential construction of a Cultural Arts Center
17.	CIP - Required vs Desired	Public Works	Conduct a general CIP review discussion to include projects that are required versus desired
18.	Economic Development Process Presentation	Economic Development	Presentation on the Economic Development process
19.	Review Economic Development Marketing	Economic Development	Review of Economic Development marketing
20.	Tax Increment Reinvestment Zone #2 Request	Economic Development	Discuss the feasibility of the Tax Increment Reinvestment Zone #2 request
21.	Transportation Model Update/Traffic Signal Re-Timing	Public Works	Presentation and discussion on the transportation model update and traffic signal re-timing
22.	Review of the Town's Thoroughfare Plan	Public Works	Review the Town's Thoroughfare Plan to identify possible short gaps
23.	Smart City Transportation Technology	Public Works	Presentation and discussion on Smart City Transportation Technology to include traffic monitoring devices
24.	Turn Lane Project at FM 3040/FM 2499	Public Works	Discuss adding a turn lane project at FM 3040 and FM 2499 to the CIP
25.	Shiloh Road Improvements	Public Works	Discussion regarding possible future Shiloh Road improvements
26.	Perimeter Fence Standards	Development	Discuss perimeter fence standards and options to address the issue of maintenance and repair
27.	Neighborhood and Home Improvement Programs	Development	Discuss neighborhood and home improvement programs to increase home values

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Item	Topic	Department/Division	Notes
28.	Short Term Rentals	Development	Discuss an ordinance regarding short term rentals
29.	Development Process Presentation	Development	Presentation of the development process
30.	Limited Residential	Development	Discuss the definition of Limited Residential for Campus Commercial located in the Lakeside Business District
31.	Master Plan Study of Infill Locations	Development	Discuss performing a master plan study of infill locations
32.	Development Fee Structure Review	Development	Discuss the Town's development fee structure
33.	Development Code Amendments	Development	Discuss potential development code amendments
34.	Dockless Electric Scooters	Town Manager's Office	Discuss regulating or banning the use of dockless electric scooters within Town limits
35.	Building Code	Development	Review the Town's building code and to consider adopting updated codes
36.	Review the Tree Ordinance	Development	Review the tree ordinance to clarify when specimen trees are identified, and when they should be considered/submitted for removal

A strategic planning session report is scheduled to come forward for Council approval in August. Once adopted by Council the report will be posted on the Town Council section of the Town's website with [previous reports](#) (bottom of the page).

### III. ADJOURN PLANNING SESSION

Mayor Dixon adjourned the strategic planning session at 11:21 p.m. on June 21, 2019 and all were in favor.

**TOWN OF FLOWER MOUND, TEXAS**

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**STEVE DIXON, MAYOR**

**ATTEST:**

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**THERESA SCOTT, TOWN SECRETARY**