

**THE FLOWER MOUND TOWN COUNCIL PLANNING SESSION ON THE 22<sup>ND</sup> DAY OF JANUARY, 2011, IN THE FLOWER MOUND FLEET FACILITY, LOCATED AT 1105 DUNCAN LANE, IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS, BEGINNING AT 9:15 A.M. JANUARY 22, 2011.**

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

Melissa Northern	Mayor
Al Filidoro	Mayor Pro Tem
Tom Hayden	Deputy Mayor Pro Tem
Steve Dixon	Councilmember Place 1
Steve Lyda	Councilmember Place 4

with the following members absent:

Mike Wallace	Councilmember Place 3
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constituting a quorum with the following members of the Town Staff participating:

Harlan Jefferson	Town Manager
Theresa Fawcett	Interim Town Secretary
Terry Welch	Town Attorney
Chuck Springer	Assistant Town Manager/Chief Financial Officer
Kenny Brooker	Police Chief
Eric Metzger	Fire Chief
Sue Compton	Director of Library Services
Matt Woods	Director of Environmental Services
Doug Powell	Executive Director of Development Services
Mark Wood	Assistant to the Town Manager

Serving as moderator:

Randy Pennington, Pennington Performance Group, 4004 Winter Park Lane, Addison, TX 75001

Mayor Northern called the session to order at 9:15 am on Saturday, January 22, 2011.

Introduction by Randy Pennington

- Opening comments
- Review agenda and deliverables
- Establish session ground rules and review logistics

Review of accomplishments since last planning session:

- Community feels safe
- Balanced budget (fiscally conservative)
- Good staff and resources
- Services above average

- Citizens satisfied with nuts and bolts
- Did no harm
- Didn't raise taxes
- Launched new committees: boards and chairs roundtable, oil & gas, solid waste, environment, signs
- Addressing the issue of drilling: Air testing and monitoring
- Proactive instead of reactive in addressing issues
- Completing projects ahead of time
- Construction is happening here
- Maintained infrastructure (new fire station, road development)
- Growing a medical community
- Business friendly
- Volunteer involvement (citizen participation)
- Increased communication with residents (web site, round table, started live broadcast of all boards and commission meetings)

Strengths need to maintain:

- Budgeting (fiscally conservative)
- Progressive thinking and action
- Diversity in skill sets
- Opportunity for staff to improve skills
- Continue to create an environment where ideas are welcome
- Make sure to develop areas as we come out of the economic slump – make sure economic development team has the tools

2010 Employee Survey:

Tom Miller, with National Research Center, 3005 30<sup>th</sup> St, Boulder, CO, presented the results of the 2010 Employee Survey. A copy of the report is on file in the Town Secretary's Office.

Mr. Jefferson stated he planned to do an employee survey every other year, and in the off years, he would provide for a citizen survey.

Policy issues to consider provided by Mr. Miller:

Identify ways to positively impact areas below expectations or have a full analysis as to why those areas can't have a positive impact.

Make sure town management has support and options regarding retention of employees if the economy takes a positive turn.

Financial Review

Chuck Springer, Assistant Town Manager/CFO, gave a financial update presentation, which included economic development accomplishments.

The presentation is on file in the Town Secretary's office.

Recessed at 12:00 pm and reconvened at 12:25 pm.

Concerns raised by Council regarding financial projections:

- No salary increases for employees beyond market adjustments
- Ability to move people through their pay ranges

Council requested Mr. Jefferson put together a decision package that can resolve the issue of employee compensation (monetary and non-monetary options).

### Vision

Where does the Town of Flower Mound want to be in 50 years?

- Ability for citizens to enjoy Grapevine Lake more
- Maintain quality neighborhoods
- A place that our children will want to live
- Place of convenience, quality, and offer a community-feel
- Still following the master plan
- Public transportation from Flower Mound to DFW Airport

Vision that Council can provide that should be communicated downward:

- Balance between rural and urban
- Safe – high quality service
- Desire to not necessarily be a self-contained community
- More jobs
- A world-class organization that delivers exceptional service at exceptional value

### SPOT Analysis:

Strengths review from the previous session:

Problems:

Omissions from previous year:

- Limited after hours opportunities for teens and adults
- Major thoroughfares – congestion due to construction
- Can be difficult to challenge long-held positions
- Current vision for central part of Town impacted due to economic conditions

Additions for this year:

- None

Opportunities:

Omissions from previous year:

- Embrace residential growth
- Improve in-town traffic circulation
- Gain clarity on what the vision means going forward
- Riverwalk development when the opportunity presents itself

- Access to the lake
- Change: we are in a position to recruit and maintain highly qualified staff

**Threats:**

- Continuing reduction in property values
- Very vocal minority against specific ideas

**Strategic goals from previous session and no longer relevant:**

- Change recognized leisure destination to maximize leisure opportunities
- Change balanced community to live, work, and play to livable community to live, work and play
- Financial soundness and workforce quality change to where split out workforce quality as a separate bullet item

**Strategic goals (additions):**

- A healthy community
- Drive economic development as a medical community

**Direction on Agenda Items:**

**Community Garden:**

Council instructed staff to go forward with presenting to the ECC and PALS Boards and Commissions for further consideration.

**Sign Regulation Amendments:**

Doug Powell, Executive Director of Development Services, reported there are ten proposed changes in sign regulations.

**Library Needs Assessment and Master Plan:**

Sue Compton, Director of Library Services, requested direction from Council in the area of developing and funding a needs assessment and master plan for the Flower Mound Library at a cost estimate of \$25,000.

Mayor Pro Tem Filidoro requested Ms. Compton acquire reports that have been completed for another community for review.

There was some discussion on privatization of library services as some communities have done. Ms. Compton reported in these cases cities have a tendency to lose control and some are successful (i.e. Riverside, CA). She reported Farmers Branch recently shifted to privatization of their library.

Council directed Ms. Compton to move forward with a decision package.

**Complete Streets Review:**

Mayor Northern indicated she would like for the Transportation Committee to get more specific input as to where the pieces are and best fits (i.e. carpooling, etc)., and call it a "Mobility Plan" instead of "Complete Streets"---incorporate into the Mobility Plan

**Ordinance Review:**

Mayor Pro Tem Filidoro indicated there is a concern regarding ordinances and the need for a method to address specific concerns in situations where it later determined there are some problems with a particular ordinance. He suggested creating a formal process, along with a scheduled review of Ordinances, as a way of dealing with unintended consequences.

Potential action items for the coming year:

- Charter review
- Property standards review
- Mobility plan
- Embarking on research for a community garden and compost center
- Creating a process to change ordinances for an immediate need
- Management empowerment & having ideas come forward
- Economic Development is ready when economy improves

How will you know when you're successful?

- Positive citizen and staff feedback
- Completion of action items, resulting in a positive effect on the community
- Re-authorizing dedicated sales tax

Solid Waste:

Council gave direction to staff to move forward with an RFP for solid waste collection.

Boards and Commissions:

Council discussed the following work topics submitted by the Boards and Commissions. Council's response is included.

Board or Commission	Work Topic	Council's Response
Planning and Zoning	<ul style="list-style-type: none"> <li>• Application Types (Planning 101 Series)</li> <li>• Master Plan (Area Plans v. SPAs)</li> <li>• Development Standards (Setback, Compatibility, Landscaping)</li> <li>• Land Development Regulations</li> <li>• Detention v. Retention Ponds</li> <li>• Lakeside ED status</li> <li>• History of Canyon Falls</li> <li>• Electric charging stations for electric vehicles</li> <li>• Economic Development (understand what they do, TIRZ, Update on Lakeside ED/380)</li> </ul>	Approved recommendations.
SMARTGrowth Commission	<ul style="list-style-type: none"> <li>• January 24, 2011 – Transportation</li> <li>• February 28, 2011 – Park land, trails, and public schools</li> <li>• March 28, 2011 – Water and Wastewater</li> </ul>	Approved recommendations.

	<ul style="list-style-type: none"> <li>• April 25, 2011 – Police, Fire, and EMS</li> <li>• May 9, 2011 – Economic Development</li> </ul>	
Environmental Conservation Commission	<ul style="list-style-type: none"> <li>• Re-evaluation of powers and duties                             <ul style="list-style-type: none"> <li>◦ Review the ECC ordinance and scope of their powers and duties</li> </ul> </li> <li>• Preparation of sustainability plan</li> </ul>	<p>Approved these recommendations, however, would also like to have the ECC form a sub-committee to work with the PALS Board to conduct research for a community garden and compost center.</p> <p>In addition, would like to see community education plan.</p>
Community Development Corporation	<ul style="list-style-type: none"> <li>• Funding of the maintenance of improvements that have been funded by the CDC</li> <li>• Complete review of the CDC bylaws and recommendations to Town Council</li> <li>• Funding a feasibility study and/or the design of Twin Coves Park</li> </ul>	Approved recommendations.
Parks, Arts, and Library Services	<ul style="list-style-type: none"> <li>• Park Curfew</li> <li>• Community Garden (sub-committee w/ECC)</li> <li>• Library Master Plan</li> <li>• Hike/Bike Trail System &amp; Connectivity</li> <li>• Twin Coves Policies/Procedures</li> </ul>	<p>Approved recommendations, however, would like to see input from the Arts group.</p> <p>In addition, Council would like the PALS Board to form a subcommittee with the Transportation Commission in creating a mobility plan that includes sidewalks and trail connections.</p>
Transportation Commission	<ul style="list-style-type: none"> <li>• Desire to meet more often than four times per year depending on workload; suggestion was six with a defined schedule</li> <li>• Provide an updated communication policy for the Transportation Commission with Community Affairs staff returning to give an update</li> <li>• Development of a sidewalk priority installation/replacement policy and to look at a</li> </ul>	Approved recommendations, and use the Complete Streets model in areas where appropriate. Create a Mobility Plan through

	<p>formal policy for the complete street concept</p> <ul style="list-style-type: none"> <li>• Development of a Public Transportation Policy</li> <li>• Development of a plan/policy to identify and mitigate sidewalk/trails connections, bike paths, etc; similar to 3</li> <li>• Request for a policy/guideline on how the Town Council would like for the Commission to assist with regional goals that affect the Town</li> <li>• Review the criteria/set policy on remote school zones on when to establish or eliminate these school zones</li> <li>• Review the criteria/set policy on the establishment/elimination of crossing guards</li> <li>• Annual review of the proposed street reconstruction projects funded by the dedicated sales tax prior to consideration by Town Council</li> <li>• Annual review of the prioritization of new traffic signal installations</li> </ul>	<p>Transportation and PALS that includes sidewalks and trail connections.</p>
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Mr. Pennington indicated he would provide a final report with new strategic goals and associated action items. He also mentioned there will be another strategic planning session in June.

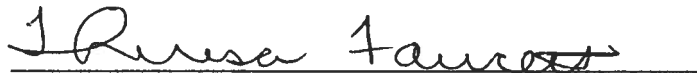
Mayor Northern adjourned the session at 4:25 pm and all were in favor.

**TOWN OF FLOWER MOUND, TEXAS**



**MELISSA D. NORTHERN, MAYOR**

**ATTEST:**



**THERESA FAWCETT, INTERIM TOWN SECRETARY**

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