

THE FLOWER MOUND TOWN COUNCIL SPECIAL MEETING HELD ON THE 13th DAY OF JULY 2013, IN THE SHIRLEY VOIRIN SENIOR CENTER, LOCATED AT 2121 CROSS TIMBERS ROAD, BLDG. C IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 8:30 A.M.

The Town Council met in a regular meeting with the following members present:

Tom Hayden	Mayor
Steve Dixon	Mayor Pro Tem
Bryan Webb	Deputy Mayor Pro Tem
Michael Walker	Councilmember Place 1
Mark Wise	Councilmember Place 3
Jean Levenick	Councilmember Place 5

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

Theresa Scott	Town Secretary
Jimmy Stathatos	Town Manager
Debra Wallace	Assistant Town Manager/CFO
Gary Sims	Executive Director of Community Services (left at 11:00 a.m.)
Doug Powell	Executive Director of Development Services
Tommy Dalton	Director of Strategic Planning
Tracy Knierim	Director of Community Affairs (left at 9:45 a.m.)
Mark Wood	Director of Economic Development

A. CALL SPECIAL MEETING TO ORDER

Mayor Hayden called the special meeting to order at 8:30 a.m.

Mr. Dalton provided a presentation which included:

- The process and plan associated with strategic planning
- Historical review of July 2012 goals
- An overview of the vision and established goals from the February 2013 Strategic Planning Session included a progress update for each goal followed by discussions related to:
 - Communication
 - Operational Assessment
 - Senior Center
 - Parks (including dog park and Twin Coves)
 - Charter
 - Fees
 - Town Hall
 - Master Plan Review
 - Focus Areas:
 - Economic Development
 - Other Topics

Discussion Topic: Communication

Ms. Knierim provided an update related to what has been done in the way of citizen communication including many areas of social media such as Face Book, Twitter, and other web site updates.

There was consensus of Council to move forward with improving the Town's communication efforts, without hiring a consultant, and with the understanding that staff, and citizens would be available for input. Then it would be followed with an execution plan for an external communication strategy.

Discussion Topic: Operational Assessments

There was some discussion related to operational assessments such developing a plan for ongoing operational assessments throughout the organization to ensure operational efficiency and effectiveness.

Code Enforcement:

There was discussion related to the preemptive sweeps being done and the advance notification to the neighborhoods. Mr. Dalton reported that for the most part the sweeps are being well accepted.

Discussion Topic: Senior Center

Councilmember Levenick indicated she has been participating with staff and the seniors and there are limitations with the north and south setbacks related to parking, detention, etc. In addition, she reported having seen a preliminary layout of the rooms and offered some recommendations. She pointed out that on Monday Council will see the geotechnical study.

Mayor Hayden inquired as to when the senior center item is going to the TIRZ Board and Mr. Stathatos responded probably in about a month.

Discussion Topic: Parks

There was Council consensus to conduct a new survey related to park amenities with the understanding that staff explores ways for people to voice their opinion and make sure it's a way that can be statistically verifiable.

Mayor Hayden indicated the timing for the survey could be prior to the next CIP.

Mr. Stathatos indicated the survey could be initiated as early as this Fall.

There was some discussion relative to maintenance of existing parks.

Dog Park:

There was some discussion regarding various location options.

For the proposed Heritage Park location Councilmember Levenick requested staff put markers denoting where the boundary would be for the dog park to understand where the homeowner property line is in comparison to where the dog park would begin.

Twin Coves:

Mayor Hayden inquired about the timing on getting Twin Coves going and Mr. Sims responded there is a feasibility study coming to PALS in about a month.

Mr. Sims noted PALS will soon be assigning figures to the Parks and Trails Master Plan Implementation Update.

Mayor Hayden commented that trail connections are significant to the residents, and a discussion followed relative to funding those connections.

Mayor Pro Tem Dixon commented that for the percentage of incomplete trails, the developer would connect. He indicated a desire to know where the Town-owned land areas are that need to be connected to allow for an immediate impact. He suggested having a decision package just on the trail connections.

Discussion Topic: Charter

Ms. Scott indicated the purpose of this item is to reiterate the timing associated with a Charter Review Commission and for Council to start giving consideration to any specific charge they might have. She pointed out that in the past sometimes Councils would outline a specific charge for the Commission and other times they would not.

There was Council consensus that each member of Council would provide feedback relative to any ideas with respect to the Charter that might need to be reviewed by the Commission to either the Town Manager or Town Secretary.

Discussion Topic: Fees

Mr. Stathatos clarified the process related to how fees are structured and the associated cost based on the type of business/user.

There was some discussion related to how fees are structured and the associated business impact which may put the Town at a competitive disadvantage.

Mr. Stathatos pointed out this is an area being reviewed as part of the Town's Economic Development Policy.

Mr. Dalton summarized there is a desire by Council to be competitive; which includes direction for staff to review and evaluate the development process, including impact fees.

Discussion Topic: Town Hall

Councilmember Walker asked for an update on Town Hall and Mr. Stathatos responded that an initial projection on space needs has been received, however, it's not site specific.

Discussion Topic: Master Plan Review

Mr. Dalton outlined a community led process to discuss focus areas that would include recommendations and public meetings, followed by Council feedback and direction, and later back to those committees for additional work. The focus areas would include Denton Creek, Cross Timbers, FM 2499 (FM1171-407 including CBD), and Lakeside. He further identified the associated roll-out and public communication process.

He gave a demonstration of a polling program that could potentially be used at community meetings to seek input from those attending. He also provided some statistics related to technology and social media.

There was discussion relative to the reasoning for the shift to a community meeting format and various concerns were addressed in relation to the education component, the use of committees in some situations where there are diverse responses, and whether other cities were using this type of format.

There was consensus of Council to move forward with the alternate community led process and Councilmember Levenick suggested rolling it out the community at the August 5th Council meeting.

FOCUS AREAS:

Discussion Topic: Economic Development

Mr. Woods presented a draft of a revised economic development incentive policy. He pointed out that the new language identifies up front what is being considered and what the tools are. In the past language referenced on a "case by case" basis and the new language opens the door to have a conversation with targeted retailers and restaurants.

After some discussion related to the new language there was Council consensus to provide feedback related to the proposed policy by next week.

Discussion Topic: Other

Historical Commission:

Councilmember Walker expressed interest in exploring the creation of a historical commission. He noted there have been many attempts to capture the history of the Town by various residents and stated there it would be beneficial to get those individuals together, followed by an attempt to improve upon the Town's historical information currently available. He also stated it would be nice to have a place to store some past artifacts.

Mayor Hayden commented that the developer of the River Walk indicated he would be interested in displaying those types of items; however, the Town would need to make the request in advance.

Mayor Hayden expressed interest in having more historical markers around town. He also mentioned Si and Ginger Simonson indicated interest in doing a video of Flower Mound residents that served in World War II.

Deputy Mayor Pro Tem Webb commented it needs to be done now before we lose some of that history.

Home Owner Association (HOA) education/relationships:

Councilmember Walker expressed interest in the Town doing something to education HOAs in Flower Mound, which would provide a venue where they could talk about what the Town is doing, and discuss issues such as code enforcement.

Property improvements for aging neighborhoods:

Mayor Hayden expressed interest in exploring what can be done to take care of aging properties in Town.

Mr. Stathatos stated the Town already has a plan in place and he outlined some options the Town can take to bridge the gap for the homeowner to make the improvements.

Deputy Mayor Pro Tem Webb expressed interest in having dollars in the Town's budget to fund that type of program.

Summary:

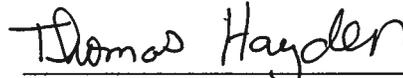
Mr. Dalton summarized that for the current Strategic Plan, Mr. Stathatos is committed to bringing forward a Resolution for Council consideration on August 5th for the purpose of adopting the goals, followed by presenting an execution plan in November of this year.

Mr. Stathatos encouraged members of Council to communicate any additional ideas over the course of the next few weeks as staff works on that plan.

M. ADJOURN SPECIAL MEETING

Mayor Hayden adjourned the meeting at 1:38 p.m. on July 13, 2013, and all were in favor.

TOWN OF FLOWER MOUND, TEXAS



THOMAS E. HAYDEN, MAYOR

ATTEST:



THERESA SCOTT, TOWN SECRETARY