

THE FLOWER MOUND TOWN COUNCIL WORK SESSION MEETING HELD ON THE 20th DAY OF MARCH, 2014, IN THE FLOWER MOUND TOWN HALL, LOCATED AT 2121 CROSS TIMBERS ROAD IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 6:00 P.M.

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

Tom Hayden	Mayor (Arrived at 6:13)
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
Doug Powell	Executive Director of Development Services
Tommy Dalton	Director of Strategic Planning
Andy Kancel	Police Chief
Eric Metzger	Fire Chief
Kenneth Parr	Director of Public Works
Mark Wood	Director of Economic Development

A. CALL WORK SESSION TO ORDER

Mayor Pro Tem Dixon called the work session to order at 6:03 p.m.

B./C. INVOCATION/PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG AND THE TEXAS FLAG

Mayor Pro Tem Dixon gave the invocation and led the pledges.

D. WORK SESSION ITEM

1. **Presentation and discussion of the Town's Strategic Implementation Plan including discussion of objectives and action items for the goals of 1) Safety and Security, 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, and 8) Quality Workforce, including discussion involving Town facilities and services (i.e. Town infrastructure, public library, Town Hall, police and courts building, fire stations, senior center, parks and recreation, police, fire and emergency medical services, code enforcement, customer service, and development process), transportation master plan, water supply, finance and budget, neighborhood planning, parks and trails master plan, library master plan, land use and open space, housing, SMARTGrowth, public art, draft sustainability plan, Town Charter, economic development, communication with residents, board and commission input, and employee engagement.**

Staff presentation

Mr. Dalton gave a presentation identifying or noting:

- Purpose of today's work session
- The approved implementation plan will be placed on the Town's web site
- Next steps in the process
 - Feedback on specific items
 - Other topics to consider
 - Prioritization
 - Strategic planning session
 - Formal acceptance
 - Performance measures

Implementation plan (includes goals, objectives, and action items)

- Feedback – goals to date (as identified in the packet)
- Feedback – objectives/action items
- Discussion points
 - General feedback received
 - Feedback from Council (staff assemble options and come back)
- Park amenities
 - Last Master Plan in 2010 (next is scheduled in 2020) – priorities are nearing completion so may be needed sooner
 - Outdoor park amenities & status update (for 1 – 13)
 - Indoor park amenities
- Library Master Plan (2012)
- Art for parks (shared resources, local artists)
- Regional cooperation (generally: stay active at staff level, seek opportunities for Council; feedback on: specific regional initiatives, highlighting Texas Municipal League Council opportunities, pursuing shared services)
- Draft sustainability plan (ECC draft and components of the plan)
- Board input (process to get feedback from boards)
- Well-being summits (engaging with LISD)
- Other topics

Relationship to the plan (feedback and direction being requested from Council):

Goals:

1. Safety and Security

- Celebrating Success
- Community policing approaches
- SMARTGrowth Response times (police and fire comparisons)

2. First Rate Infrastructure

- Planning Town facilities
- Long term maintenance
- Public transportation –DART options
- Five-year Transportation plan
- Water supply – third source
- West Windsor – extension across FM 2499
- Twin Coves construction

3. Financial Soundness and Operational Excellence

- Debt capacity
- Credit rating
- Water rates
- SAFER Grant
- Increased tax base allocation

4. Superior Quality of Life

- Land use – follow up on suggested topics from Master Plan review
- Housing – senior and young professional
- Historical sites/program
- Code enforcement – community education
- Mature neighborhoods – stimulus, non HOA areas, rental home inspections
- Christmas lighting – Gerault flyover, night parade
- Land bank for open space
- Landscape program (Town owned property – medians, facilities, etc.)

5. Dynamic Economic Environment

- Tax Increment Reinvestment Zone (TIRZ)– what to do after termination
- Jobs – priority one
- Business retention
- Addressing vacancies
- Review of Living Local program

6. Community Engagement

- Communication plan
- Celebrating Town success
- Neighborhood leadership training
- Addressing inaccuracies

7. Quality Workforce

- Employee engagement

Next phase:

- Prioritization options (checkpoint review, staff prioritizes list for review, Council preference feedback)
- Future planning
 - Strategic planning session (May)
 - Acceptance of implementation plan
 - Performance measures (summer)

Video Minute Marker - Item D (Part 1 of 2): 38:24

There was Council discussion, questions, or feedback as follows:

PARKS

- Update the resident survey to get feedback on current preferences (have plans come to Council in 2014 to have a better idea as to what is doable and take it to the residents in 2015)

- Interest in seeing a plan, as well as associated costs related to ongoing maintenance or added amenities (i.e. shade, rest rooms, practice fields, benches, etc.) for the 53 existing parks before adding more parks to the list, as well as future trail completion (connections)
- Use of 4B funds to maintain the parks
- Future plans for the Library and interest in identifying what's needed and how the investment can be protected
- Interest in finishing the Master Plan for Heritage Park (from 2010)
- What is planned or what options are available for Green Acres Park?
- Explanation regarding the item of "Tennis Center in planning"
- Finding additional land for parks (what is being done to acquire land)

There was Council consensus to continue the discussion on the above mentioned parks items at the June strategic planning session.

Video Minute Marker - Item D (Part 1 of 2): 62:17

LIBRARY

- Interest in understanding exactly what is needed and what needs to be done to protect the investment
- Financial considerations

There was Council consensus to have this topic come forward in October once staff has received feedback from the informal survey currently being conducted.

Video Minute Marker - Item D (Part 1 of 2): 74:30

CURRENT SENIOR CENTER

There was Council consensus to have staff make the decision regarding the best use of the current temporary senior center and have staff communicate those plans with Council, including the anticipated cost savings or expenses associated with retrofitting the facility for any new uses.

Video Minute Marker - Item D (Part 1 of 2): 77:11

ART FOR PARKS

There was consensus to have the Parks Committee define the program and resubmit to the CDC (what's included, cost, availability of grant money, what does seeking out local artist mean (regional, state, etc.), where are the facilities where art can be displayed)

Video Minute Marker - Item D (Part 1 of 2): 79:26

REGIONAL COOPERATION

- Potential of having joint work sessions with neighboring cities (elected officials) to come up with common goals for our communities

- Importance of department heads interacting with their peers to share best practices

There was Council consensus relative to the importance of staff involvement in their professional organizations.

Video Minute Marker - Item D (Part 1 of 2): 83:20

SUSTAINABILITY PLAN

There was Council consensus to take a look at simplifying the plan as presented by the ECC, which could include measurements, a better explanation relative to the education elements, and overall prioritization of all of the elements.

Video Minute Marker - Item D (Part 1 of 2): 85:35

BOARD INPUT

- Interest in continuing the joint work session with some boards and commissions as needed, especially as it relates to a specific topic (i.e. for projects such as the River Walk)
- For the other boards – visiting their meetings and have the agenda built for discussion
- Feedback from boards and commissions is that there is a perception that they are less important (given there is no longer representation of a Council liaison at the meetings)
- Interest in capturing input from the various boards at the proper time to identify if there is a possibility of giving them additional things to do, with the understanding those ideas are being funneled through staff
- Feedback can be given to the boards based on input received
- Interest in having an opportunity for annual brainstorming session on a board level by the non-judicial type boards and commissions, followed by having their ideas come forward for discussion and consideration
- How the boards and commissions tie in to Council's strategic planning

There was Council consensus in staff establishing a formal process to gain input from various boards and commissions members, followed by giving that board Council feedback.

Video Minute Marker - Item D (Part 1 of 2): 102:49

SUMMIT - FEEDBACK

- Interest in knowing what programs LISD & NWISD has underway and exploring what can the Town do to help support them.

Town Council recessed at 7:48 p.m. and reconvened at 7:55 p.m.

Video Minute Marker - Item D (Part 2 of 2): 00:38

SAFETY AND SECURITY – COMMUNITY POLICING

- Community policing within neighborhoods and potential impact on SMARTGrowth and response times
- Interest in reviewing the SMARTGrowth metrics
- Interest in a Town-wide slow down campaign
- Resource allocations
- Updates on various fire and police equipment
- Request for an update on the alarm permit program at the next planning session
- Interest in attending graduation ceremonies for police officers
- Interest in having additional fuel pump locations (out west in particular) - Western Operations and Maintenance, and Fuel Man Card options
- Fire Station number 6 update

There was Council consensus to not continue discussions on these topics, other than an update on the alarm permit program, at the June Strategic Planning Session as it would be an ongoing evaluation.

Video Minute Marker - Item D (Part 2 of 2): 38:50

FIRST RATE INFRASTRUCTURE

- Water capacity and long term plans for an additional source to accommodate future needs
- Interest in having West Windsor extended across FM 2499 (vitality of the River Walk and other safety issues) - Better access to the hospital going south on FM 2499
- Interest for updates on long term plans for the Lakeside shuttle option (bus service)
- A request for an update on SPAN and how the program is going
- An update on the RSVP or other transportation options
- Possibility of moving Town Hall to another site, such as the River Walk
- Transportation is always a concern
- Twin Coves construction and interest in having nicer cabins that would offer more than just one or two bedroom options. In addition, start the necessary work for the courtesy dock, boat ramps, fishing pier, or debris/stumps while water levels are low

There was consensus to have the topic of Town Hall discussed at the June planning session, which would include a full discussion on the pros and cons, as well as an update on RSVP and SPAN, or other transportation options.

Video Minute Marker - Item D (Part 2 of 2): 66:33

FINANCIAL SOUNDNESS & OPERATIONAL EXCELLENCE

- Water rate concerns
- Water resources and associated needs or benefits of bringing in an additional water source

There was Council consensus to research other options for obtaining water for future needs.

Video Minute Marker - Item D (Part 2 of 2): 75:10

SUPERIOR QUALITY OF LIFE

- Interest in having 1-2 additional code enforcement officers
- Affordable housing for seniors and young professionals
- Consideration of a façade grant program for commercial and neighborhood areas in the upcoming budget
- Recognition of historical sites in Town
- Inspection options for property (i.e. new occupant situations)
- The possibility of using a land bank to allow the Town to purchase land that would be a way to preserve open space, and there was interest in having further discussions on the topic
- Landscaping of monument entries and other public areas with native plants and interest in bringing forward an implementation plan to address this as a budget item for discussion (medians and right of way Master Plan was referenced)
- Interest in having Christmas lighting (i.e. Robertson’s Creek, River Walk, etc.)
- For the night parade there was some concerns related to the length of the route and the hill, in addition to the safety of the children needs to be taken into consideration

There was Council consensus to have the Code enforcement discussion at the June Strategic Planning Session, given the audit may be complete by that time.

Video Minute Marker - Item D (Part 2 of 2): 102:00

DYNAMIC ECONOMIC ENVIRONMENT:

- If the Town needs to do something different to market the Town (i.e. marketing in national publications, branding)
- General economic development tools (i.e. site search data, business retention efforts,
- Interest in Allies Day type of program (it was announced that planning is underway for Sept 2014 as the next event)

For the June Strategic Planning Session there was interest in:

1. discussing the TIRZ district and what options might be available after it expires
2. getting an update on the Living Local program

Video Minute Marker - Item D (Part 2 of 2): 111:36

COMMUNITY ENGAGEMENT:

- FMTV programing content (shelf life) and need for updated information

- Water bill content (option for a parks update in one publication per year)
- Leadership forums for either HOA or non HOA areas to make sure things like planning, permitting, public safety, etc. are incorporated in that type of community education program
- Addressing inaccuracies and what that means

Video Minute Marker - Item D (Part 2 of 2): 117:41

QUALITY WORKFORCE

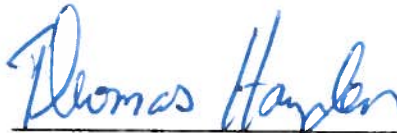
- Q³ initiative
- Interest in exploring programs or ideas that would improve employee motivation

There was discussion regarding date options for a Strategic Planning Session, however, due to various scheduling conflicts a specific date could not be reached, therefore future date options will be presented later.

E. ADJOURN WORK SESSION

Mayor Hayden adjourned the work session at 10:01 p.m. on Thursday, March 20, 2014, and all were in favor.

TOWN OF FLOWER MOUND, TEXAS



THOMAS E. HAYDEN, MAYOR

ATTEST:



THERESA SCOTT, TOWN SECRETARY

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