

**THE FLOWER MOUND TOWN COUNCIL SPECIAL MEETING HELD ON THE 6<sup>TH</sup> DAY OF JUNE 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 special meeting with the following members present:

Tom Hayden	Mayor (arrived at 4:19 p.m.)
Jean Levenick	Mayor Pro Tem
Michael Walker	Deputy Mayor Pro Tem
Mark Wise	Councilmember Place 3
Steve Dixon	Councilmember Place 4

The following councilmember was absent:

Bryan Webb	Councilmember Place 2
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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
Ken Parr	Executive Director of Public Works
Tracy Knierim	Executive Director of Community Relations
Mark Wood	Director of Economic Development
Sue Ridnour	Director of Library Services
Eric Metzger	Fire Chief
Andy Kancel	Police Chief
Chuck Jennings	Recreation Superintendent
Clayton Litton	Park Superintendent
Molly Fox	Communications Manager
Tommy Dalton	Director of Strategic Services

**A. CALL MEETING TO ORDER**

Mayor Pro Tem Levenick called the special meeting (strategic planning session) to order at 4:03 p.m.

**B.** The Town Council will hold a strategic planning session to discuss successes and accomplishments, prioritize strategic goals, and hold discussion on the following:

Mr. Dalton provided information as to how the Town's benchmark cities conduct their planning sessions.

**1. a) Draft 2014 resident survey results**

Mr. Dalton gave presented the resident survey results identifying or noting:

- National City Survey (NCS) - methods
  - Overall quality of life
  - Living in Flower Mound

- Community Characteristics
- Safety in Flower Mound
- Community Participation
- Focus issues for next 2 years
- Town Services and Government
  - Increases in ratings of Town services
  - Government performance
  - Public trust
- Monitoring
  - Trending up
  - Items to Monitor
- Conclusions (highlights and focus areas)

Mr. Dalton responded to comments or questions from Council regarding:

- Next steps
- Engagement level of participants (paper and on line comparison)
- Request for an update on the employee survey

**b) Communication Plan, including FMTV programming, FMTV content shelf life, utility bill uses, and addressing inaccuracies**

Ms. Fox gave a presentation identifying or noting:

- Current communication tools
- 2013-2014 Implemented Initiatives in the area of:
  - Economic development
  - Community engagement
  - Build photography inventory
  - Social media
  - FMTV
  - Youth website
- 2014 Proposed initiatives in the area of:
  - New mobile app
  - Increasing communication
  - FMTV
  - Social media

Mr. Dalton or Ms. Fox responded to questions or comments from Council regarding:

- How the presentation and various tasks align with the strategic plan and if this was a good time to discuss things that Council would like to have as part of the Communication Plan
- How staff decides what content goes into the utility billing insert and how many residents are receiving

Council provided feedback as follows:

- Programming on FMTV and the need for updated content on some topics (i.e. Know What To Do Video)

- Deputy Mayor Pro Tem Walker liked the idea of utilizing FMTV for educating the community about things like what various departments do, what boards and commissions do, Keep Flower Mound Beautiful events, and showcase development that is occurring.
- Mayor Pro Tem Levenick liked the idea of incorporating fun and engaging information to balance out some of the more serious content. She gave the example of interviewing children at Ft. Wildflower. She also liked the idea of having the time and temperature on the web site.
- Councilmember Dixon suggested exercising brevity. He suggesting having programming such as a year in review.
- Mayor Hayden liked the idea of highlighting Town events and expressed interest in creating a cooperative effort with businesses in Town such as ISchool.

**c) Parks and Trails Master Plan, including maintenance plans, status and progress of current priority list, and plans for park upgrades**

Mr. Dalton highlighted the 2010 Parks Master Plan. He also demonstrated the process associated with getting things such as a park playground to come to fruition:

- Capital Improvement Plan (CIP) process
- Project approval process (approximately 3 months)
- Project design and construction process (approximately 9 - 15 months)
- Complete process

Mr. Sims gave a presentation identifying or noting:

- Core responsibilities
- Staffing resources
- Outline of their strategy plan to address deferred maintenance, including staff resources and an evaluation process
- Park maintenance standards
- Park additions
- Cost of implementation
- Status update of the Parks Master Plan priorities list

Mr. Sims responded to questions or comments from Council regarding:

- Additional staffing needs and associated costs
- Interest in understanding what needs to be done to bring more landscaping to the Town
- At what level does Parks services utilize volunteers such as the Eagle Scouts
- What are the steps needed to get started on the Rheudasil Park improvements
- What is the timing associated with the Twin Coves upgrades
- Interest in having historical markers in Town
- If the number of people currently serving on the PALS Board is sufficient
- Do we have enough sports fields for the future forecasted population (both event and practice fields)

Mr. Dalton clarified next steps in that staff is seeking feedback as to moving forward with a new Parks Master Plan given the items previously identified are being addressed. In addition, if there are questions related to the deferred maintenance plan.

There was consensus of Council to proceed with the process associated with formatting a new Parks Master Plan and bring forward for consideration the deferred maintenance plan within the upcoming budget cycle.

**d) Water Supply, including the feasibility of contracting with an additional service provider, and water rates**

Ms. Wallace indicated there is not a formal presentation, however, this item is as a result of past discussions and interest in utilizing other sources.

Mr. Stathatos indicated a conversation with Fort Worth was initiated.

Mr. Parr responded to questions from Council regarding:

- If restrictions on water use are anticipated
- How does Flower Mound currently deal with drought conditions
- When was the last time a study was done to see when we would use up our current capacity where additional water would be needed
- Are there any projections relative to rates
- What was the result of the conversation with Fort Worth

Mr. Parr pointed out various other sources for water supply, such as the re-use opportunity.

**e) Town Hall, including cost of developing a new facility, and pros and cons for moving the current location**

Ms. Wallace gave a presentation identifying or noting:

- Pros and cons associated with developing a new facility at the current Town Hall location or a site at the Riverwalk.

Mayor Hayden offered the following comments:

- Information related to the overall cost to build a new Town Hall and general ideas related to layout of the building, as well as other uses that could be considered
- Possible building configurations that could be considered
- Timing involved from start to finish

There was discussion related to which was the preferred location (current or Riverwalk), with the overall consensus of Council being in favor of pursuing a new Town Hall in the near future, and at the current location.

**f) Transportation Master Plan, including long-term transportation planning, and feasible options for public transit (DCTA, SPAN, RSVP, etc.) along with discussion on rail options**

Mr. Dalton provided an update regarding recommendations from the 2009 Transportation Master Plan and projects slated for completion in the CIP.

Mayor Pro Tem Levenick indicated she would like to have the Transportation Commission look at improvements to:

- Hide-a-Way Lane
- Morriss Rd, including any remaining available funding

Mr. Parr responded to questions from Council regarding:

- What triggers the next phase of expanding Morriss Rd
- Clarification as to what Phase II involves

Mayor Pro Tem Levenick requested a follow up report in writing summarizing the triggers for the next phase for the Morriss Road expansion.

Mr. Dalton summarized that next steps include doing the model update, which is scheduled to come forward in November. In the meantime the Transportation Commission is going to review the option of a Lakeside shuttle.

Deputy Mayor Pro Tem Walker expressed interest in exploring steps to approach DCTA for a potential partnership regarding mass transit access, which includes a potential rail option.

Councilmember Dixon expressed interest in having interconnectivity for the intersection of Garden Ridge to Lakeside and tying it to Gerault as development occurs.

Mayor Pro Tem Levenick requested considerations be given to doing something that encourages the public to use the flyover at Gerault instead of going through the traffic signal.

**g) Tax Increment Reinvestment Zone 1 (TIRZ #1), including optimizing the district along with discussing options after the district terminates in 2025**

This item was discussed earlier during the Town Hall item discussion.

There was some discussion regarding having a long term plan in place for spending the TIRZ District funds.

**h) Living Local Program, including an update on the program along with statistics (website visits, etc.)**

Mr. Wood gave background information related to the formation of the Living Local program and how it is currently utilized, including statistics related to usage. Mr. Stathatos commented that staff would like to revisit the program and consider other options.

Mr. Dalton summarized that the direction received is for staff to evaluate a possible new program that meets the shop local initiative and would suspend the current program.

*Town Council recessed at 7:00 p.m. and reconvened at 7:29 p.m.*

**i) Strategic Plan/Implementation Plan, including discussion of goals, objectives, action items, status updates, new initiatives, and draft performance measures**

Mr. Dalton gave a presentation identifying or noting:

- Example of performance measures and noted action items will be discussed later

For the police example of performance measures Chief Metzger or Chief Kancel responded to questions from Council related to:

- Are these new concepts or things that have been ongoing

Mr. Dalton indicated staff is seeking Council's input related to any of proposed measurements (as provided in its entirety in a handout). He noted the measures and action items will be coming forward at a future meeting.

Mr. Dalton referenced the list of goals as defined by Council with the correlating aggregate rank for each objective, such as safety and security, first rate infrastructure, quality of life, economic development, regional cooperation, community engagement, and quality workforce.

**2. Possible discussion items:**

- a) Town facilities and services (i.e. Town infrastructure, public library, police and courts building, fire stations, senior center, parks and recreation services, police, fire and emergency medical services, code enforcement, customer service, and development process)
- b) Finance and budget
- c) Neighborhood planning
- d) Library master plan
- e) Land use and open space

No discussion for items a – e above.

- f) Housing options

There was some discussion regarding what is the Town's role in encouraging age restricted or different types of housing options in Flower Mound, given the need has been identified.

- g) SMARTGrowth
- h) Public art on Town property

No discussion for items g - h above.

- i) Draft sustainability plan

There was some discussion relative to formalizing the use of native plant materials for new and existing Town facilities.

- j) Town Charter
- k) Economic development
- l) Alarm permit fees
- m) Communication with residents
- n) Board and commission input
- o) Employee engagement, and professional development

No discussion for items j - o above.

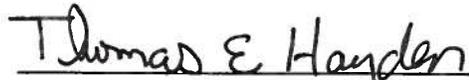
- p) Regional Cooperation, including use of internships, and Texas Municipal League training

There was some discussion relative to the Town's use of interns and volunteers in general.

**C. ADJOURN MEETING**

Mayor Hayden adjourned the special meeting (strategic planning session) at 9:03 p.m. on June 6, 2014, and all were in favor.

**TOWN OF FLOWER MOUND, TEXAS**

  
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**THOMAS E. HAYDEN, MAYOR**

**ATTEST:**

  
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**THERESA SCOTT, TOWN SECRETARY**

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