

THE FLOWER MOUND TOWN COUNCIL STRATEGIC PLANNING SESSION ON THE 13th – 14th DAY OF JULY, 2012, IN THE SHIRLEY VOIRIN SOCIAL SENIOR CENTER, LOCATED AT 2121 CROSS TIMBERS ROAD, BLDG. C IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 6:00 P.M.

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

Tom Hayden	Mayor
Kendra Stephenson	Mayor Pro Tem
Mark Wise	Deputy Mayor Pro Tem
Bryan Webb	Councilmember Place 2
Steve Dixon	Councilmember Place 4
Jean Levenick	Councilmember Place 5

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

Harlan Jefferson	Town Manager
Theresa Scott	Town Secretary
Terrence Welch	Town Attorney
Kent Collins	Assistant Town Manager
Chuck Springer	Assistant Town Manager/CFO
Mark Wood	Director of Economic Development
Doug Powell	Director of Development Services
Tommy Dalton	Assistant to the Town Manager
Kenneth Brooker	Police Chief
Colin Sullivan	Sergeant, Police Department
Eric Metzger	Fire Chief

And the following company participating on July 13 - 14, 2012:

Randy Pennington, Pennington Performance Group

And the following companies participating on July 13th only:

Alex Cooke, TIP Strategies
Melanie Hoffman, Brandnu Marketing

And the following companies participating on July 14th only:

Austin Farmer, Retail Coach

CALL PLANNING SESSION TO ORDER

Mayor Hayden called the planning session to order at 6:02 p.m.

STRATEGIC GOAL DISCUSSION

Mr. Pennington facilitated a discussion related to the Town's strategic goal.

There was consensus by Council to revisit the entire strategic goal document at its January 2013 planning session after recommendations are received from TIP Strategies, with a focus on a balanced economic development approach with clear priorities. In addition, there should be an opportunity to examine language of the current vision and goal statements to evaluate current reality, specificity, and multiple meanings (i.e. rural feel).

ECONOMIC DEVELOPMENT DISCUSSION

Mr. Springer provided an economic development overview.

Mr. Pennington summarized Council recommendations in relation to economic development as follows:

- capture communication and make connections (e.g. press releases for economic development successes)
- include Council and other community leaders to participate at economic development trade shows
- partner with developers to work more cooperatively and effectively with each other
- capture build-out square footage when reporting occupancy rate for Lakeside Business District

Alex Cooke, Senior Consultant, TIP Strategies, 106 E 6th St, Suite 55, Austin, TX

Mr. Cooke gave a presentation offering background information about the company and summarized work that has been done to date. He indicated next steps would include discussions with Town Council and the Chamber to assist in identifying what the residents want at no additional cost.

There was consensus by Council for an alternative scope plan with TIP Strategies which would include additional input, for Council and community, and with a six month completion time frame. Additional services rendered to the Town of Flower Mound would be at no additional cost.

Melanie Hoffman, Brandnu Marketing, LLC, Flower Mound, TX

Ms. Hoffman provided a presentation summarizing the *Living Local* program and an overview to date. She presented an updated logo based on feedback received from the last Town Council meeting.

There was consensus by Council to:

1. change the logo as presented by including the tree as part of the location, however, with no building
2. Move forward on building the mobile app site

The meeting temporarily adjourned at 10: 27 p.m. on Friday, July 13, 2012.
 The meeting resumed at 9:00 a.m. on Saturday, July 14, 2012.

Mr. Pennington summarized main points from the previous day as follows:

What's desired by Town Council	Proposed ideas as to how to get there
Balanced economic development	<ul style="list-style-type: none"> • increase commercial development by making it easier and being proactive in recruiting • create jobs for current and future citizens by expanding medical, recruiting new businesses, retaining existing business
Increase sales tax revenue (without changing the rate) by creating new retail opportunities	<ul style="list-style-type: none"> • increase business with existing retail (live local; use retail coach data to help existing businesses) • create new retail (complete Retail Coach project; target businesses, staff to provide options for attracting)
Increase jobs	<ul style="list-style-type: none"> • expand medical • recruit new business <ul style="list-style-type: none"> ○ TIP Strategies Economic Development Plan ○ economic development focus (staff)

Austin Farmer, Retail Coach, Dallas, TX

Mr. Farmer provided a summary of scope of work to date. He responded to questions from Council as to what other cities are doing in the areas of:

- 4B money/incentive
- infrastructure
- tax abatement
- incentives regarding land
- making the development process comparable

There was consensus by Council to review and update the Town's current benchmark survey city list, with the addition of Highland Village effective immediately.

There was in-depth discussion with regard to where opportunities exist to improve the development processes such as:

- willingness to look at updating SMARTGrowth and standards as well as front end loading of fees where it makes the Town competitive but without losing the Flower Mound feel and expectations
- ensure equal enforcement of codes and standards
- evaluate opportunities for improvements within construction inspections and engineering services
- develop and implement a plan to reach out to contractors
- empower staff to evaluate policies to make the Town competitive

- empower staff to take a proactive role in recommending changes to policy, practices, and ordinances
- share discussions with Council during appropriate economic development discussions

Further discussions occurred as to what could be done to bring about change in the development area, such as an update to SMARTGrowth preceded by a committee to provide feedback as to what's possible and palatable to make the Town competitive, while maintaining the Flower Mound feel and expectations.

Town Council recessed for a lunch break at 12:10 p.m. and reconvened at 12:38 p.m.

Discussions resumed as to what the charge would be for the committee. The following suggestions were proposed by Mayor Pro Tem Stephenson and reviewed by Mr. Welch:

- review and understand existing Town ordinances guiding the land development process in Flower Mound, including SMART Growth
- review and seek input from other North Texas municipalities about their land development process
- based upon that review and input, consider and identify if there are any existing impediments to the land development process in Flower Mound (for example, length of time to take a project from start to finish, costs, fees, etc.)
- suggest possible land development ordinance amendments (or related ordinance amendments) and identify a process for public review of proposed amendments
- the committee may appoint subcommittees to address other issues, if desired, to address other related matters

Mr. Pennington summarized the dialogue by concluding in the end it will be a policy decision by Council after receiving the recommendations from the committee.

Council members were in agreement that there would need to be several public hearings to allow ample time for citizens to review what gets proposed. In addition, the committee could serve to educate the public on what gets presented.

Mr. Powell provided a presentation outlining steps currently in place with regard to the development process.

Mr. Jefferson inquired as to the duration and time commitment of the committee and noted it would be beneficial to make changes incrementally, as well as giving consideration to priorities. He suggested having the committee work on the most important items based on survey responses.

Mayor Pro Tem Stephenson suggested Mr. Powell give the committee the same presentation and let them decide where they want to go and what the priorities are, which would include identifying the biggest issues and then coming forward with recommendations that ensures Flower Mound is competitive.

Mayor Hayden stated there was consensus by Council to support a policy shift in the area of development regulations and SMARTGrowth should be a part of the committee charge.

Mayor Hayden asked Mr. Powell to give some thought to the role of the committee as Council intends to make appointments on Thursday.

There was some discussion with regard to how long the committee would meet and Mayor Hayden commented it would be more than a couple months process, and Councilmember Webb indicated he would like to see something tangible in the way of a policy suggestion in the next five to six months. Mayor Pro Tem Stephenson commented they could review ideas in segments.

Tax Increment Reinvestment Zone (TIRZ) District

Mr. Springer provided background information related to the district as well as a financial update.

There was in depth discussion regarding the potential of a future Town Hall facility, and senior/multi-use building that could be located within the TIRZ district. There was willingness by Council to discuss issuing debt at the current Town Hall site, develop options and cost estimates, and direction given to staff to pursue a 1 – 2 year lease on Town space at the Atrium with terms that would allow the Town to exit the lease.

Mr. Jefferson asked for clarification as to if Council is satisfied with keeping the senior center at the current location.

Councilmember Webb suggested reviewing what has already been done regarding size and scale, followed by engaging in an architecture plan.

There was in depth discussion regarding how the municipal complex would look like.

Brief discussions or presentations were provided on the following topics:

Topic	Direction or consensus provided by Council
Urban chickens	Move forward with a proposal
Drug enforcement	Continue and enhance
Adequate park land	Future discussion
Volunteer opportunities	Continue to engage local clergy and Keep Flower Mound Beautiful (KFMB)
Corporate park sponsorship	Council is open to this discussion
Board and Commission conduct	Address issue of using titles in public formats through routine training
Chinn Chapel Soccer Complex	Look for opportunities for a land swap and consider entitlements
Canyon Falls	Important they feel part of the community
Boards and Commissions banquet	Plan for September

ADJOURN PLANNING SESSION

Mayor Hayden adjourned the meeting at 4:54 p.m. on Saturday, July 14, 2012, and all were in favor.

TOWN OF FLOWER MOUND, TEXAS

THOMAS E. HAYDEN, MAYOR

ATTEST:

THERESA SCOTT, TOWN SECRETARY