

THE FLOWER MOUND TOWN COUNCIL STRATEGIC PLANNING SESSION HELD ON THE 8th – 9th DAY OF FEBRUARY, 2013, 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 5:30 P.M.

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

Tom Hayden	Mayor (<i>Saturday at 8:58 am</i>)
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 participating:

Theresa Scott	Town Secretary
Jimmy Stathatos	Town Manager
Kent Collins	Assistant Town Manager
Gary Sims	Executive Director of Community Services
Kenneth Brooker	Police Chief
Wess Griffin	Criminal Investigations Division Captain
Eric Metzger	Fire Chief
Tommy Dalton	Assistant to the Town Manager
Doug Powell	Executive Director of Development Services (<i>Saturday only</i>)

Facilitator: Ron Holifield, Strategic Government Resources

Also in attendance:

Debra Wallace, incoming Assistant Town Manager/CFO

A. CALL STRATEGIC PLANNING SESSION TO ORDER

Mayor Hayden called the meeting to order at 5:45 p.m.

B. AGENDA ITEMS

1. The Town Council will hold a strategic planning session to discuss successes and accomplishments since the last planning session and to prioritize future strategic goals.

Mr. Holifield facilitated a discussion on:

- Council and staff team dimensions report
- Summarized Council comments as a result of previous interviews conducted
- Council's primary concerns
- Future focus on the Town's discretionary resources
- What in or about the Town is most threatened

- What needs to be added to the Town the most
- What needs to be improved about the Town
- Greatest long term challenge that needs to be addressed immediately
- What are the greatest unused assets in the community
- What should the Town's Long Term goals be

The following topics were identified by Town Council as top issues:

- Town Hall/Senior Center
- Riverwalk
- Parks/Plans
- Economic Development (pace of development)
- Tax base and job base
- Operations assessments (lean /six sigma)
- Code enforcement
- Master plan update
- Governance structure
- Master Plan update
- Timing and priorities
- Creating a true vision
- Community buy in
- Town government
- True overall strategy plan
- Charter changes (start talking about it)
- Effectively communicate with community

The Town Council recessed at 9:09 p.m. on February 8, 2013 and reconvened on February 9, 2013 at 8:21 a.m.

Mr. Holifield facilitated a discussion on the following topics:

- A review of board roles and external and internal communicators
- Strategic visioning process

Priorities were assessed in relation to top issues from Council and the following list reflects the order of importance as identified by Council collectively:

1. Master Plan Update

There was discussion on the following points related to the Town's Master Plan:

- Underlining policies and implementation
- Periodic review could be beneficial
- The vision issues need to be looked at to make sure they are still valid

Council Direction: To review the master plan update and to make sure we're still on the right path.

Mr. Stathatos stated he will come back to Council in June regarding a proposed process, including time line and appropriate frame work to work with.

Operational Assessments

There was discussion relative to the need to look for ways to improve efficiencies and service levels within all departments of the Town, including the Town's Boards and Commissions.

Council Direction: Budget the resources that would allow a routine operational assessment and consider lean/six sigma.

2. Communications

There was discussion relative to communications and the need to:

- Communicate with developers
- Market the Town
- Freshen up content, specifically on Flower Mound Television (FMTV)
- Create a communication strategy (i.e. what do we want to communicate and what means to use such as water billing, FMTV, etc.)
- Make sure there is dual communication avenues in order to gather information from residents

Council Direction: Budget resources committed in the upcoming budget that stresses doing a dramatically better job at communicating with citizens.

3. Community Well Being – Drugs/Bullying

There was discussion relative to the need to:

- Use each other's resources to solve issues (i.e. sheriff). Put time, talent, and resources together and have a plan in place to see tangible results
- Include people that have gone through these experiences

Council Direction: Create a series of community well-being summits that addresses the issues of drugs and bullying. Councilmembers Webb and Dixon will work with the Town Manager on this endeavor.

4. Town Hall/Senior Center

There was discussion on the following points related to Town Hall and a Senior Center:

- Currently the Town is spending \$300,000 a year at the Atrium – consider lease/purchase arrangement and TIRZ funding could be used as a funding resource
- When the study comes forward to Council, consider having a joint meeting with the TIRZ Board
- Get the study back in 60 days and the plan will say what is needed, Council responds to that and then staff maps out where it needs to be built
- Let staff drive the recommendations (which would include time frames) and let Council refine what needs to happen
- If you are driving the “space” needs to Town Hall that is different than creating a synergy for economic development reasons

Council Direction: When the study comes back, come forward with a plan (including funding for it, what the options are, etc.) so actionable decisions can be made.

5. Parks/Fields

There was discussion on the following points related to parks and fields:

- There is a need for more practice fields
- The possibility of landowners donating land to the Town for park purposes
- There are many ball fields and money shouldn't be spent just on one group of people when things such as a dog park are being requested
- Include the park land component in the Master Plan
- Use of LISD fields as an option

Council Direction: Approach LISD for collaborative efforts (i.e. joint use agreements) as well as incorporate into the Master Plan.

6. Overall Strategic Plan

There was discussion related to the benefit of having an overall strategic plan in that Council could correlate a section of the strategic vision to a particular item, including the ability to put check marks by items once completed.

Council Direction: Staff to create a coherent plan informing Council how you pull all of the pieces to a whole – come up with a holistic plan.

Additional discussion topics included:

Governance Structure

Council Direction: Develop a draft charge and parameters for a Charter Review Commission (i.e. how many people needed, how many meetings). Council should provide questions in advance to the Town Manager so a committee can be prepared for the research.

Code Enforcement

Council Direction: When conducting operational assessments, consider Code Enforcement a priority.

Economic Development

There was discussion on the following points related to economic development:

- Explore assets in Town
- The need for success metrics
- A desire to have specific information on projects
- Economic Development Policy needs to be reviewed for functionality
- There needs to be a plan for Parker Square, Riverwalk, Canyon Falls
- Do more for retailers at Christmas
- Assess the Living Local program, with emphasis on the effectiveness of the banner signs throughout Town
- Create short and long term strategies
- The need for higher paying jobs (i.e. regional headquarters)

There was Council consensus to implement the following administrative changes effective immediately:

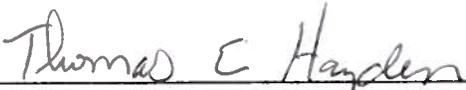
- Town Council members to no longer serve as board or commission liaisons.
- Create budgeted times for internal use for agenda items, with the objective of adjourning the meeting by 10:00 p.m. if possible
- Informalize the EDT process with the Town Manager and Director of Development in that Council is not involved as a general rule, however, communicate to Council the outcome of that meeting
- Make every effort to have agendas ready for postings on Thursdays for Council and the public

- Condense the weekly project status report (currently 54 pages)

C. ADJOURN MEETING

Mayor Hayden adjourned the Strategic Planning Session meeting at 3:50 p.m. on Saturday, February 9, 2013, and all were in favor.

TOWN OF FLOWER MOUND, TEXAS



THOMAS E. HAYDEN, MAYOR

ATTEST:



THERESA SCOTT, TOWN SECRETARY

Administrative Note:

A full report by Ron Holifield, Strategic Government Resources, will soon be available.