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AGENDA

SPECIAL MEETING AND WORKSESSION OF THE CITY COUNCIL

OCTOBER 1, 2007, 6:00 P.M.

ADDISON SERVICE CENTER

16801 WESTGROVE ROAD

ADDISON, TX 75001

WORK SESSION

Item #WS1 Discussion regarding the priorities identified by the Citizens Advisory Committees

Adjourn Meeting

Posted at 5:00 P.M. on August 25, 2007
Mario Canizares, City Secretary

**THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH
DISABILITIES. PLEASE CALL (972) 450-2819 AT LEAST 48 HOURS
IN ADVANCE IF YOU NEED ASSISTANCE.**



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September 24, 2007

The Honorable Mayor and Councilmembers:

We are providing you with two documents as a result of the Citizens Advisory Process. The first is a compilation of the priorities that you identified during the process that includes the staff comments on where we are on that priority or what additional things need to be done. We have grouped things into nine categories.

The second group of papers selects eleven of the more complex items and describes what process needs to be pursued to bring them to completion. These items usually require construction of something or funding or more complicated action items. We provided this as more of a description of these items to indicate our understanding that some of the items will require a detailed work process. The eleven are just items drawn from the eight categories. Many of the other items are rather straight forward and can be achieved more easily than the eleven we identified.

We will look forward to discussing all of these during the October 1 worksession. Please call if you have questions.

Ron Whitehead
City Manager

Category - Priority	1	2	3	4	5	6	7	Avg.	Group	Comments/Status
Enhanced Communication										
Formalize "Addison Way" culture	12	2	4	4	4	3	2	4.14	A	Developing a video to be incorporated into new employee orientation and ongoing employee training program - 10/2007
Update the website more often	4	9	2	10	10	16	3	7.71	A	Revise the www.addisontx.gov website to be more user friendly and provide more timely information by 03/2008.
Improve communication with citizens. Promote the Town's current human services offerings in print - other than the Accolade	19	3	19	8	10	2	2	9	A	Revise the current newsletter, Inside Addison, so that it is more frequently distributed - 01/2008.
Coordinate NTTA signage at our two exits with "Addison next 2 exits" for both North and South bound lanes	5	6	6	12	15	12	8	9.14	A	Pursue conversation to influence present policy which does not allow for the designation of cities
Establish 75001 as the Zip Code for all of Addison	4	23	1	18	7	6	8	9.57	A	Recommend Council encourage ABA to pursue this effort
Re-work Addison website	21	13	2	12	14	1	5	9.71	A	Revise the addisontx.gov website so that more user friendly and provides more timely information by 03/2008.
Hire a "Brand Manager/PR Director" to work with other committees and proactively promote the Town and its brand.	3	26	1	8	7	9	22	10.86	B	Conduct research to determine Addison's current brand by 12/2007. Based on research results, develop campaign to reintroduce the Addison brand by 02/2008.
Expand Inside Addison	17	5	15	6	17	4	13	11	B	Revise Inside Addison so that published more frequently and distributed more widely. Launch new format 01/2008.
Define our message and brand identity - "what we want to be"	9	23	10	5	6	14	15	11.71	B	Conduct research to determine Addison's current brand by 12/2007. Based on research results, develop campaign to reintroduce the Addison brand by 02/2008.
Improve existing publications to target audiences	13	6	18	5	18	18	7	12.14	B	Revise Inside Addison so that published more frequently and distributed more widely. Launch new format 01/2008.
Continue the co-op ads with restaurants but add a system to select the restaurants for featured story.	6	10	11	17	18	22	10	13.43	B	Implement as part the revised media program when appropriate. Utilize the Addison Perks PR efforts to showcase specific restaurants
Run an open house for fire and police departments	20	7	20	20	4	21	11	14.71	B	Fire Department Open House scheduled for September; Police Department to follow.
Explore information technology available to "push" information	13	17	12	15	17	11	19	14.86	B	Addison Perks was launched on July 27,2007
Create an information kiosk and visitor center	11	15	15	8	20	20	20	15.57	B	Searching for appropriate locations on Belt Line Road
Improve Park System information	22	8	20	16	12	16	17	15.88	B	Further clarification needed; more discussion may be necessary
Reactivate the Crime Watch/citizens on patrol program	8	20	23	20	10	25	9	16.43	B	Current effort is directed toward the Advocate Program which is more inclusive

Category - Priority	1	2	3	4	5	6	7	Avg.	Group	Comments/Status
Sustainability Philosophy										(Sustainability Page 1)
Provide pedestrian-friendly connectivity from neighborhoods to Belt Line Road	2	2	9	6	2	13	5	5.57	A	The firm of HNTB has developed a trail extension schematic which the Town has used to generate conceptual and financial support from Dallas County, City of Farmers Branch, Brookhaven College and the City of Dallas. The Town will continue to pursue the development of the trail extension as the Belt Line Road redo progresses and the UDR development evolves in the old Brookhaven Club area.
Adopt a Sustainability philosophy for the Town	10	2	9	18	1	3	5	6.86	A	Staff has prepared a draft "Sustainability Mission Statement" for Council consideration in October 2007. The draft policy statement is: Addison's sustainability philosophy means meeting the needs of the present without compromising the ability of future generations to meet their own needs. The Town has hired a consultant for this effort. This approach involves the simultaneous pursuit of economic prosperity, environmental quality and social equity.
Develop Master Trail Plan including a link to Brookhaven, Grant's new developments, Ashwood, and DART Station	11	13	13	10	7	15	3	10.29	B	Town staff will identify a process and consultant(s) for the development and adoption of such a community -wide plan by February 2008.
Expand recycling program for all residents and businesses	1	17	13	18	3	6	14	10.29	B	The Town has had success instituting recycling for single-family residents. Over the next 6-8 months staff will study the process for expanding to multi-family and commercial recycling and present those options and recommendations to Council for consideration. We will also proactively explore innovations for neighborhood specific recycling opportunities in the UDR project.
Form a town sustainability committee and plan	6	26	7	22	1	5	15	11.71	B	Staff does not recommend this action. Instead, staff suggests the City Council consider and adopt a formal "Sustainability Policy" to govern all strategies and actions in this regard.
Pursue Charette/Brookhaven developer to explore LEED certification	18	20	14	25	4	2	8	13	B	The Town held a joint P&Z and City Council meeting on this topic earlier this summer in an effort to dialogue about how a "Sustainability Policy" would apply to the UDR project and other future developments in the community. As the UDR project progresses, the Town will aggressively encourage the developer to pursue initiatives and design options that embrace and advance our "Sustainability Policy"
Review water rate structure/philosophy – Structure water rates to promote conservation	7	15	17	23	7	12	10	13	B	The firm of Freese & Nichols reported to Council their findings about the future water storage and system needs for the community in August 2007. These recommendations included the plan for an additional water storage facility to be located near the intersection of Arapaho and Surveyor. The Town will continue to pursue conservation programs and water rate structures that encourage responsible water usage. The UDR development offers additional water conservation design solutions through approaches like underground detention.

Category - Priority	1	2	3	4	5	6	7	Avg.	Group	Comments/Status
Sustainability Philosophy										(Sustainability Page 2)
Air pollution reduction – increase trails and encourage mass transit	20	4	23	23	10	20	6	15.1	B	The Town is improving pedestrian systems on major roadways as we rebuild infrastructure. The development of a Trail Master Plan will advance this effort. Wherever possible the Town will pursue mobility links to reduce car dependence. We will investigate fixed mobility modes of public transportation like "rubber tire people movers". The Town will work with the NCTCOG programs related to clean air initiatives.
Water use reduction – revise water rate structure to promote conservation	9	16	21	20	7	22	12	15.29	B	The Town explored drought tolerant and xeriscaping landscaping practices where appropriate. The Town will investigate and may recommend hiring a landscape architect to pursue this initiative more aggressively. The Town should work through the Addison Arbor Foundation to promote drought tolerant landscaping to businesses and residents alike. , investigate new residential water conservation programs such as providing "rain sensors" to all homes free of charge in exchange for a reduction in their water rates. Other examples could include vouchers for low-flow toilets and shower heads.
Water use reduction – expand water conservation programs to decrease the Town's use	20	4	18	20	13	24	11	15.71	B	Staff proposes "reenergizing" the "Ask For A Glass" water consumption reduction program. In addition, staff will investigate expanding the program to Addison hotels to reduce water consumption as part of towels and linens washing. The Town explored drought tolerant and xeriscaping landscaping practices where appropriate. The Town will investigate and may recommend hiring a landscape architect to pursue this initiative more aggressively. The Town should work through the Addison Arbor Foundation to promote drought tolerant landscaping to businesses and residents alike.
Bicycle – make all areas of Addison accessible to give people easier ways to reach other areas of town such as a central bus station.	22	20	16	10	14	19	22	17.57	B	Incorporate wider dimensions to our trail designs and construction to allow for dual paths for both pedestrians and bicyclists. This initiative should be incorporated into Addison's new Trails Master Plan.
Pursue "green" construction for train depot	10	25	17	21	24	9	24	18.57	C	Staff will work with Cunningham & Assoc. to utilize "green building techniques" in the design and refurbishment of the historic train depot. Areas such as pervious pavement to handle drainage, energy efficiency and drought tolerant landscaping are the types of initiatives we can pursue in this regard.
Bicycles – provide wide curb lanes and ped/bike paths	23	4	27	17	23	17	25	19.43	C	Incorporate wider dimensions to our trail designs and construction to allow for dual paths for both pedestrians and bicyclists. This initiative should be incorporated into Addison's new Trails Master Plan.
Use solar power where appropriate	19	23	20	23	19	26	16	20.88	C	The Town currently uses solar-powered irrigation controllers and will pursue tying our rain sensor systems entirely to solar power. Pedestrian and school crossings will also be considered for conversion to solar power. A facilities analysis will be conducted to determine which Town buildings and facilities may be suitable for solar power generation.
Bicycles – focus on social and recreational cyclist	24	19	25	26	16	22	21	21.86	C	Incorporate wider dimensions to our trail designs and construction to allow for dual paths for both pedestrians and bicyclists. This initiative should be incorporated into Addison's new Trails Master Plan.

Category - Priority	1	2	3	4	5	6	7	Avg.	Group	Comments/Status
Sustainability Philosophy										(Sustainability Page 3)
Air pollution reduction – consider bio-diesel/alternative fuels for Town vehicles	24	21	21	24	14	24	25	21.86	C	The Town has 5 Hybrid Electric vehicles in the Town's fleet and will be purchasing two more next fiscal year. The plan is to replace fleet vehicles with hybrids as appropriate. Bio-diesel fuel vehicles were tested several years ago with less than satisfactory results and we discontinued their use. Improvements have been made with this alternative fuel and we will be looking at bio-diesel use again in the near future.
Water use reduction - Consider permeable paving	26	20	22	22	22	26	26	23.43	C	Staff will explore all options regarding new paving at buildings, sidewalks, parking areas, and streets.
Upgrade signalization/centralized traffic monitoring system	3	1	5	1	11	9	2	4.56	A	The funding that is currently available for the signalization hardware is \$1,200,000 and is provided by NCTCOG, Dallas County and the Town of Addison. The Town requested additional funding from NCTCOG for LED lights at the signals (\$50,000) and an entire re-timing of the city's signals due to the opening of Arapaho Road (\$140,000).
Leverage Community Facilities – consolidate Administrative offices into new building	13	23	3	5	12	20	24	12.88	B	Staff will provide the Council with a recommendation and cost by 04/01/2008. The staff will introduce option for Council to consider at that time.
Increase environmental information and communication	25	6	24	20	12	23	24	19.14	C	Recommend Council formally adopt a sustainability approach by Nov. 07

Category - Priority	1	2	3	4	5	6	7	Avg.	Group	Comments/Status
Redevelop Inwood Road										
Conduct a culinary district market feasibility and redevelopment study (as done for Beltline) with streetscapes	17	*	3	8	5	4	5	7	A	Council engaged the services of a consultant to assist in the market analysis and to identify potential catalyst projects that might lead to redevelopment in this area. There may be the need for additional consultants to properly redesign this area for the kind of development necessary to realize the Town's vision for a culinary district.
Vehicular – Beltway extended east to Inwood	2	13	1	3	10	17	13	8.43	A	Council engaged the services of a budget of \$75,000 is allocated in the FY 2007/08 budget and there may be the need for additional consultants to properly redesign this area for the kind of development necessary to realize the Town's vision for a culinary district such as a traffic engineer.
Implement an interim solution by encouraging appropriate business relocations to Inwood Rd - Culinary District	16	17	7	18	1	6	16	11.57	B	Staff recommends the City Council hire an industry professional to conduct a market analysis of our opportunities and challenges to realizing redevelopment in this area. Also, a vision needs to be more thoroughly defined so the types of elements (culinary, specialty shopping, etc.) the Town wants to promote to the development community or to fund itself in an effort to reenergize this area. A real estate acquisition specialist may also need to be engaged to pursue certain necessary parcels the Town wishes to control and/or push for redevelopment. Special building standards and public amenities need to be tailored for this unique district. An engineering traffic study needs to be done to develop the best plan for mobility in the redeveloped district.
Place a movie theater/art theater at art or culinary district	18	24	9	10	7	14	16	15.43	B	Site visits to theaters may be warranted to determine the appropriate design and size of a potential new theater.

Category - Priority	1	2	3	4	5	6	7	Avg.	Group	Comments/Status
Business Development & Retention Philosophy										(Business Development Page 1)
Belt Line Road Redevelopment	5	4	4	2	6	1	1	3.29	A	There is \$10M available in funds from 2000 bond election. Cunningham Architects will have a template and phasing schedule in 9/2007
Implement a "12 @ 12" luncheon/communications program with Mayor, City Manager, Staff and business leaders	1	15	7	13	7	5	16	9.14	A	Recommend that the City Council develop BD guidelines and policies prior to taking this action. Once completed, the staff can develop a list/database of all Addison business that include the A, B, and C level executives. A partial list exists that the Finance Department Developed called the Top 100 business list. The expanded list would include all office tenants, office building management, lease brokers/agents, retailers, restaurants, and hotels. In conjunction with this process begin the development of key messages and target the efforts to certain industries and businesses. Develop a script for Business Development and Retention. If the group is to be kept in small numbers the lunch or even a coffee could be held at the Addison Conference Centre Board Room. At the current time, there is not an established budget for these lunches. In addition, the Town could establish an Annual Business Expo, invite a large number of key business leaders, provide a job fair, and allow the Mayor to deliver a State of the City Address.
Establish business/economic development program thru ABA with strong boundaries, expectations, and accountability	9	12	12	22	2	4	3	9.14	A	Recommend that the City Council develop BD guidelines and policies prior to taking this action. However, the ABA could assist the Town in doing welcome visits or host meet and greets to new businesses to the City. The Town would provide resources and a contact list to ABA and allow them to make visits and provide helpful information to the new business. In addition, the Town could develop a reporting method for the ABA to follow. This would allow Town staff and the City Council to track their progress and efforts such as # of completed calls, letters, and visits and a tickler list for future visits.
Vehicular – encore Belt Line redevelopment plan	13	9	12	5	17	9	3	9.71	A	There is \$10M in funds from 2000 bond election. Cunningham Architects will have a template and phasing schedule in Sept 07
Explore a partnership with the Addison Business Association to help business encourage their employees to stay in Addison after they get off work	7	14	5	18	4	7	14	9.86	A	Staff is not aware of how this can be achieved through ABA at this current time. The North Dallas Chamber of Commerce does a good job of hosting educational programs and after work hour socials for young executives and other networking functions. Town staff could work closely with NDC to establish a schedule specifically for Addison. Utilize the strengths of the various Chambers (Metrocrest, NDC, and Greater Dallas Chamber) to the Town's advantage when needed.
Aviation – implement self-service fuel pumps	13	9	2	10	17	13	5	9.86	A	WSI has selected First Air as the FBO to provide this service. New site identified immediately south of the new fuel farm for new facility
Aviation – encourage and develop plan to encourage redevelopment (including off-airport and West side of airport) and ensure continued viability	13	7	10	3	13	16	10	10.29	B	Considering incorporating Leland recommendations into a formal policy once the airport management contract is negotiated – Jan. 2008

Category - Priority	1	2	3	4	5	6	7	Avg.	Group	Comments/Status
Business Development & Retention Philosophy										(Business Development Page 2)
Redevelopment of west side of Addison airport to aeronautical use, especially adjacent to airport	6	2	7	5	20	14	19	10.43	B	Considering incorporating Leland recommendations into a formal policy once the airport management contract is negotiated – Jan. 2008. There is a proposed 2-story, 65,000 sq/ft. building proposed for this area of the airport. This is a potential catalyst project.
Aviation – resurface runway and taxiways	18	2	14	13	21	21	4	13.29	B	Staff is currently pursuing this objective
Focus on small entrepreneurial companies	12	13	22	10	11	7	20	13.57	B	Recommend that the City Council develop ED guidelines and policies prior to taking this action. If we were to take this direction, it would be recommended that the Town hire a consultant that conducts market data and research/customer analytics (i.e. Buxton). The information would be used to obtain company profiles of desired businesses to seek out and match them with our community demographics. In addition, the information provided could assist Addison in becoming an incubator for certain industries or service sectors.
Hire a Director of Business Development	2	25	26	25	3	2	22	15	B	At this time, this item is not being recommended. The Council should develop guidelines and policies that allow the staff to develop a starting point and get a program established. The existing staff has the capacity to focus on existing businesses through a retention program and development program.
Include senior citizens living facility at Brookhaven Country Club Dr. redevelopment								15.86	B	Encourage the private developer to consider senior housing
Include public art with Belt Line redevelopment	19	18	12	22	24	18	13	18	C	Cunningham Architects will have a template and phasing schedule in Sept 07. Consider as part of redevelopment
Aviation – study cost to extend taxiway to Bravo	19	11	11	16	26	22	26	18.71	C	Study completed; need funding to pursue construction
Implement Addison lights	13	3	17	11	26	10	8	12.57	B	A lighting plan for the community is to be considered as part of the Belt Line Redevelopment Plan

Cotton Belt/DART

History

Last year the Town was successful in getting the Cotton Belt included in the DART 2030 System Plan. We also spent time fighting a bill in the legislature that would have given cities the right to approve rail lines coming through their cities after they had been approved by DART. This would have been disastrous, because it would add a lot of expense to projects after a budget had already been set for the project. The question we have before us is how we can expedite the construction of the Cotton Belt Line. Waiting until 2030 is not a viable option if we are going to respond to the transportation needs of the area.

Action Steps

- It is important for us to explore alternative solutions within the frame work of the DART System.
 - Begin meeting with the new Board members and ultimately all of the members to re establish our relationship with them.
- Engage the airport and the airlines in conversations about the benefits of the Cotton Belt connecting to DFW.
- Speak with the NCTCOG representatives to explore alternative funding sources.
- Addison also has the opportunity for a public/private development on its property surrounding the rail line.
 - Begin talking about how we might build a request for proposals for such a development. Addison Circle is already a great step in the direction of transit oriented development, but there are more opportunities on the land that Addison and DART own.
- Explore opportunities for private funds being used to finance the Cotton Belt Line.
- The City Council should appoint a committee to advance these conversations and cause the Cotton Belt to be built as quickly as possible.

Enhanced Communications

Background:

The Town of Addison is involved in a variety of businesses and activities and utilizes a number of mediums for communicating those various businesses and activities. The challenge is to ensure that the Town is communicating in a consistent manner and one that reflects the culture and personality of the Town. In addition the variety of available media venues creates additional opportunities and challenges for the Town.

Action Steps:

- Conduct research to determine perceptions regarding Addison's brand by 12/2007 (funding of \$75k allocated in FY 07/08 budget). Based on research results, develop campaign to reintroduce the Addison brand by 2/2008.
- Review all collateral and media placement to ensure that consistent with brand and meeting identified objectives by 2/2008.
- Monitor all communication efforts on an ongoing basis to ensure that consistent with brand message.
- Revise the www.addisontx.gov website so that provides more timely information and more user friendly by 3/2008. Continue to monitor to ensure relevant information and consistent brand message.
- Continue to monitor and promote "Addison Perks."
- Revise the current newsletter, *Inside Addison*, so that it is distributed more frequently and in either electronic or regular mail formats. Launch new format 1/2008.
- Develop and implement an expanded employee orientation program that exposes new employees to all Town departments and activities by 4/2008.
- Develop and implement a formal training program for all employees by 5/2008.
- Continue to monitor "Advocates Program" to ensure that providing meaningful volunteer opportunities and recognizing volunteer contributions.

Community Foundation

What we have done:

- Addison Arbor Foundation
 - a. Looking to revise the bylaws to all Council members to make appointments

Action Steps:

- Community Foundation
 - a. Assigned the legal department to survey other communities foundations
Develop by-laws, governance structure, and legal framework

Sustainability

Background: The term “SUSTAINABILITY” comprises a variety of initiatives and programs all aimed at maintaining the best outcomes for both human and natural environments now, and into the indefinite future. Definitions for sustainability abound and the popularity of the term has led to competing definitions to capture the spirit and objective of the idea. The City Council will need to achieve consensus on a workable definition to govern the various community policies and programs falling under the umbrella of the sustainability concept. Staff proposes the following working definition until such time as the City Council formally adopts a definition.

Proposed Definition: Addison’s sustainability philosophy means meeting the needs of the present without compromising the ability of future generations to meet their own needs. This approach involves simultaneous pursuit of economic, prosperity, environmental quality and social equity.

From this broad definition more specific objectives and strategies can flow like “sustainable development,” “mobility/transportation sustainability,” “energy sustainability,” etc.

ACTIONS:

- Adopt a “Sustainability Philosophy” for the Town (November 2007)
- Develop a Master Trail Plan to enhance pedestrian mobility that provides for more bicycling opportunities (February 2008)
- Hire a “sustainable development” consultant to assist when appropriate pursuing “green” design criteria for current and future major development projects like UDR, OPUS, etc. (done – September 2007 and on-going)
- Explore expanding recycling to multi-family and commercial residents (April 2008)
- Promote water conservation through incentive-based water rate structures and smart landscaping (October 2007 and 2008 as part of the Utilities strategic operations review and FY 2008-09 budget process and 2008 public information campaigns of the Addison Arbor Foundation)
- Reenergize water conservation public information campaigns (March 2008)
- Conduct a “Facilities Energy Analysis” with the goal of utilizing solar power and energy efficiency design techniques where appropriate in Town facilities and infrastructure projects like pedestrian crossing signals (April 2008)
- Pursue a Town of Addison fleet strategy that systematically moves toward more bio-diesel and fuel efficient vehicles (January 2008)
- Pursue design criteria for construction projects that utilize permeable paving to reduce storm water run-off which contributes to water quality pollution (on-going and part of the Belt Line redesign specifications)
- Upgrade the Town’s signalization program to enhance timing and reduce traffic delays which contribute to poor air quality (on-going through NCTCOG grant funding opportunities in 2008)
- Develop a recommendation on leveraging Town facilities and consolidating operations and departments into a single building (April 2008)

Inwood Road Redevelopment/Culinary District

Background: This geographic area of Addison is ideally situated for redevelopment opportunities that create a unique area of town featuring specialty shopping, entertainment, education and restaurant-industry support businesses.

ACTIONS:

- Hire a consultant to conduct a feasibility and market analysis of this specialty district concept (\$75,000 is in the FY 2007-08 budget for this purpose – May 2008)
- Establish a “Culinary District Committee” to implement the market analysis findings and pursue a redevelopment strategy (November 2007)
- Conduct site visits to successful theatres to determine the appropriate design and size of such a facility for the Culinary District (February 2008)

Education

Background: Education in Addison involves a variety of elements from primary, secondary and advanced educational structures to lifelong learning offerings for residents of all ages. Addison needs to ensure that the best possible educational opportunities are available to our residents.

ACTIONS:

Traditional Education (K-12):

- Study and resolve the question of a need to establish a school in Addison (\$75,000 is identified in the FY 2007-08 budget to hire an education consultant to work with the Town to answer this question)
- Appoint City Council liaisons to work directly with DISD and CFBISD to maintain an active influence on these educational institutions (November 2007)
- Conduct a Council Worksession with Edwin Flores to investigate educational improvements (October 2007)

Adult Education:

- Appoint a “Lifelong Learning Committee” to develop a strategy for bringing continuing education and recreational education programs to Addison for our residents and the region (February 2008)
- Establish a dialogue with the Craft Guild of Dallas to bring artistic learning opportunities to Addison and explore a permanent space for their offerings (Spring 2007 dialogue established – March 2008 establish a Craft Guild presence in Addison)

Performing & Visual Arts

- The consultant has completed the first phase of his work and identified three properties that the Town owns that would be appropriate for a new facility.
- In October of 2007, a group of representatives from the Theatre and the Town will visit some existing facilities that have been identified by the consultant. These facilities are in the 400-500 seat capacity and are noted for their design and function. The facility tours will visit Washington D.C. and Chicago areas.
- The Council will receive a report from the group in December 2007 that will suggest what we should build if we are going to build a new theatre. This would include a recommendation on site selection and cost of a new facility.
- If the Council decides to proceed with the project, they will also need to give the staff direction on how they would like finance the construction after hearing a presentation on the various financing alternatives.
- It could potentially be part of a future bond program or could advance more rapidly depending on the financing mechanism.
- It could also be part of a larger public/private development partnership. This would probably slow the project down, but might have financial advantages that make this attractive to the Town.
- A new facility would also necessitate a new business agreement between The Water Tower Theatre and the Town.

Cavanaugh Museum

Background:

The Cavanaugh Flight Museum is interested in relocating its current collection to a more accessible site on Addison Airport and expanding its facilities and programs. The Town has conducted two studies which conclude that an expanded air museum could provide additional tourism opportunities for the Town.

Action Steps:

- Present Memorandum of Understanding (MOU) to Council for review and consideration by 10/2007.
- Based on Council feedback, appoint a Project Committee to implement the various phases outlined in the MOU by 12/2007.
- Project Committee would be charged with completing Phases 2-5 (as outlined and in accordance with the MOU provisions) by 5/2008.

Addison Business Retention and Development Plan

The purpose of the Addison Business Retention and Development Plan is to expand, enhance, and diversify the Town's economy and tax base. In order to meet this objective, the Town should place its efforts through information gathering, establish and maintain positive relationships with Addison's existing business community. In addition the Town should pursue new business and expansion efforts that fit within Addison's goal of promoting a sustainable economically diverse business climate. To assist with this effort there is approximately \$150,000 allocated for an Inwood Road study and Addison's Branding effort in the FY 2007/08 budget.

1. Business Retention

What we have:

- Top 100 Business Profile (produced by Finance)
- A business questionnaire that can be used during a visit with an existing business
- Developed contacts with several retail, restaurants, and hotels
- Developed a number of contacts within the Addison business community

Action Steps:

- Develop an in-house Business Development Team
- Obtain CO lists of building tenants from Building Inspections
- Survey other EDs to become familiar with their tools, resources, and practices
 - a. McKinney, Plano, and Richardson
- Visit with Addison brokers/agents to become familiar with what tools and resources they would like to see from the Town.
- Obtain, develop, and maintain business directories/databases
 - a. Addison businesses (Include all A, B, and C level Executives (CEO's, COO's, branch managers, etc.).
 - b. All office buildings (A, B, C levels)
 - c. Owners, brokers/agents, building managers, lease managers/companies
 - d. Retail, restaurant establishments, hotels
 - e. Include all owners, brokers/agents, store managers
- Develop call list, schedule, and profile
 - a. Utilize a targeted approach to contact to all existing businesses within a 12 month period
 - b. Establish a schedule for the Mayor, City Council, CM and other key staff to conduct business visits
- Develop key questions and message points that are tailored to each business.
- Update website to include all current economic development data
 - a. Demographics, available lease space, key contacts
- Update/create new Business Retention and Development literature and collateral
 - a. Survey businesses every 2 years. Expect 12-15% return.
 - b. Develop business newsletter

- Establish monthly luncheons/coffees to invite top level execs of Addison businesses
 - a. Target certain industries in odd months
 - b. Invite targeted execs in even months
- Establish a reporting method for key staff and Council
 - a. List of completed calls, letters, and visits
 - b. Tickler list for future visits
 - c. Concerns/needs list
 - d. Report our successes and failures

2. Business Development

What we have:

- Members of the North Dallas Chamber, Greater Dallas Chamber, and Metrocrest Chambers of Commerce
 - a. Member of the GDC Marketing Team
 - b. Provide funds for MCC International Program

Action Steps:

- Develop an in-house Business Development Team
- Establish a greater presence at the Chambers of Commerce (North Dallas, Greater Dallas, and Metrocrest), North Texas Commission, NCTCOG, and other quasi-governmental agencies
- Utilize the Addison Business Association to welcome new businesses to Town.
 - a. Provide funds and a list of new businesses
- Attend various national trade shows and ICSC
- Develop a philosophy to recruit certain businesses and office tenants
 - a. Market data and research/customer analytics (Buxton)
 - b. Obtain company profiles
 - c. Incubators for certain industries or service sectors
- Seek new businesses to fill vacant office space and undeveloped land
- Develop economic incentive policies and procedures
- Review existing development policies, procedures, and standard to compare with neighboring cities
- Update website to include all current economic development data
 - a. Demographics, available lease space, key contacts
- Establish a reporting method for key staff and Council
 - a. List of completed calls, letters, and visits
 - b. Tickler list for future visits for concerns/needs list
 - c. Report our successes and failures

Belt Line Redevelopment:

Background:

Belt Line Road corridor is a 2.5 mile stretch of road which runs through the heart of the Town and serves as the community's commercial and economic spine. To remain viable and competitive, it is important to assist in redevelopment efforts when appropriate.

Action Steps:

- Present proposed streetscape, sign and other development elements to City Council by 11/2007.
- Identify a catalyst project and implement design elements by 5/2008.

Quality of Life

1. Expand programming at the Addison Athletic Club

What we have:

- Existing Aerobics and Exercise Programs
- Children's Program including summer camps
- Pace Setters Program

Action Steps:

To expand exercise and fitness programs

- Conduct a survey of the AAC patrons to determine new programs
- Determine ability to hire trainers and instructors
- Develop plan to incorporate prices to offset expenses

To expand children program

- Survey parents for their needs
- Determine additional facility needs (if applicable)
- Determine ability to hire instructors and needed staff
- Develop plan to incorporate prices to offset expenses

To expand Senior program

- Understand our existing demographics
- Understand future trends in our baby-boom population (existing residents/move-ins)
- Determine what are the best programs and facilities to accommodate their needs
 - Cooperation with other cities (Farmers Branch/Carrollton)

2. Build a playground or tree house on trail

- Staff will explore options on trails where the Town has jurisdiction over

3. Build a playground on Celestial Park

- Staff can conduct a survey of the residents in the Celestial neighborhood

Other

The following items were identified by the Committees and then ranked by the City Council as areas to review. Currently, these items did not fall under a category identified by the Council and has been labeled “Other” for further clarification and direction.

1. Vehicular – construct roads with the highest standards
2. Establish Addison Cheerleaders with TCA and Greenhill to represent the Town at events
3. Establish joint of tennis courts with Brookhaven Community College
4. Vehicular – limit truck thru traffic on Midway