

DRAFT

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL

Monday, June 11, 2018 @ 4:00 p.m.
Addison TreeHouse, 14681 Midway Rd.,
Addison, TX

Present: Mayor Joe Chow; Mayor Pro Tempore Paul Walden; Deputy Mayor Pro
Tempore Tom Braun; Councilmember Ivan Hughes; Councilmember Guillermo
Quintanilla; Councilmember Lori Ward; Councilmember Marlin Willesen

STRATEGIC PLANNING MEETING

1. Presentation and Discussion **Regarding The Town's Strategic Plan and Goal Setting.**

PRESENTATION: *Facilitator - Mike Mowery, Strategic Government Resources* - The Addison City Council held a special work session in June 2017 to plan for Addison's future growth. During that planning session the City Council reaffirmed their 7 pillars and identified 9 milestones as priorities for Fiscal Year 2018.

This year the City Council reviewed the 7 pillars and 9 milestones previously identified in order to develop a cohesive vision of the future that creates excitement and commitment for the Town. The focus of the discussion centered around the relevance of the Pillars and the Milestones, and to make necessary tweaks, deletions, and additions in order to give Staff clear direction from Council for Fiscal Year 2019. Council also identified some game-changers, events or potential events that could dramatically change the nature of the situation, in each area. The Council was divided into small groups to allow them the opportunity to discuss each pillar and its milestones to answer these questions:

1. What's gone well?
2. What's not gone well?
3. What are the game-changers?
4. What tweaks, additions, or deletions do we see?

PILLAR: ENTREPRENEURSHIP AND BUSINESS HUB

• Game-changers Identified

- Cotton Belt and the development opportunities.
- Competition from other cities, especially related to the special events that are being held by other cities.
- The impact of traffic.
- Major office developments (Legacy West) and competition for office tenants.

- Creating opportunities to build relationships leading toward more business retention.
- Suggested Tweaks and Additions:
 - Push the target deadline to have town ordinances reviewed.
 - Create a specific channel to receive input from the business community.
 - Strengthen our relationship with hotels and restaurants to maximize our tourism dollars.
- Priority Milestone(s) Identified:
 - Economic development focus on attracting and retaining entrepreneurship and high-tech conferences.
 - Review Town's ordinances and relations to modernize them and facilitate redevelopment.
 - Create a specific channel to receive input from the business community.

PILLAR: EXCELLENCE IN ASSET MANAGEMENT

- Game-Changers Identified:
 - Attaining excellence in this area is a game-changer in itself
 - Future Town Facilities would be a game-changer.
 - ADA Review is showing that it is a big cost.
 - Missed estimates have been a negative game-changer.
- Suggested Tweaks and Additions:
 - Evaluate Town facilities for the best use of Addison's future.
- Priority Milestone(s) Identified:
 - Implement the Asset Management Plan.

PILLAR: EXCELLENCE IN TRANSPORTATION SYSTEMS

- Game-changers Identified:
 - Cotton Belt.
 - UBER.
 - Population Growth.
 - Things we didn't foresee with infrastructure challenges.
- Suggested Tweaks and Additions:
 - Identify additional funding for Midway Road and begin reconstruction.
 - Identify funding for Belt Line Road enhancements.
- Priority Milestone(s) Identified:
 - Develop a Cotton Belt Strategy.
 - All roads in acceptable condition and well maintained.

PILLAR: GOLD STANDARD IN CUSTOMER SERVICE

- Game-changers Identified:
 - Addison Fix-It App (Keep optimizing it too).
 - Cutting-edge Technology.
 - Community have the ability to show appreciation to service providers through the App would be a game-changer.
- Suggested Tweaks and Additions:
 - Be responsive to the community.
 - Conduct a business survey.
- Priority Milestone(s) Identified:
 - Clarify and protect the Addison Way.

PILLAR: GOLD STANDARD FOR FINANCIAL HEALTH

- Game-changers identified:
 - None

- Suggested Tweaks and Additions:
 - Obtain and maintain the highest credit agency rating for Moody's. We already have highest rating with Standards and Poor's.
- Priority Milestone(s) Identified:
 - Implementation and continuous development of long-term financial plan.

PILLAR: GOLD STANDARD IN PUBLIC SAFETY

- Game-changers Identified:
 - Future safety enhancements through license plate reader (LPR) and camera pilot.
 - Social Media - both positive and negative.
 - Coordination with other cities is very good.
 - Jail-outsourcing.
- Suggested Tweaks and Additions:
 - Support Addison Citizens Assisting Police (ACAP).
 - Continuously improve police/fire response times with sufficient workforce.
- Priority Milestone(s) Identified:
 - Maximize use of cutting edge technology to enhance public safety.

PILLAR: OPTIMIZE THE ADDISON BRAND

- Game-changers Identified:
 - Leverage the goodwill created by really good employees.
 - Consider the possibility of a digital billboard.
 - How do we continue to compete with area cities for our special events?
- Suggested Tweaks and Additions:
 - Live, work, and play in Addison.
- Priority Milestone(s) Identified:
 - Define and promote the Addison identify.

Adjourn Meeting - 9:24 p.m.

TOWN OF ADDISON, TEXAS

Joe Chow, Mayor

ATTEST:

Irma Parker, City Secretary