RESOLUTION NO. ________

A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS APPROVING SEVEN STRATEGIC PILLARS AND TEN MILESTONES OF THE ADDISON STRATEGIC PLAN AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council met in a special work session on July 8, 2019 to review and revise the components of the Town’s Strategic Plan; and

WHEREAS, the Seven Pillars and Milestones have been identified to develop a cohesive vision of the future that creates excitement and commitment for the Town of Addison; and

WHEREAS, as a result of the Council’s discussion, the City Council desires to adopt amendments to the Pillars of Success and Milestones components of the Strategic Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:

Section 1. The Strategic Planning Session Results, including the Seven Pillars and the Milestones, attached hereto as EXHIBIT A and incorporated herein, are hereby approved.

Section 2. This Resolution shall take effect from and after its date of adoption.

PASSED AND APPROVED by the City Council of the Town of Addison, Texas this the 27th day of August 2019.

__________________________
Joe Chow, Mayor

ATTEST:

By: _______________________
Irma Parker, City Secretary

APPROVED AS TO FORM:

By: _______________________
Brenda N. McDonald, City Attorney
Pillar One: Entrepreneurship and Business Hub

Milestone: Economic Development focus on attracting and retaining entrepreneurship and high-tech conferences.
Milestone: Review Town Ordinances and regulations to modernize them and facilitate redevelopment.
Milestone: Create a specific channel for two way communication with the business community.

Pillar Two: Excellence in Asset Management

Milestone: Implement the Asset Management Plan.

Pillar Three: Excellence in Transportation Systems

Milestone: Promote Silver Line Development.
Milestone: Improve all modes of transportation with infrastructure in acceptable condition and well-maintained.

Pillar Four: Gold Standard in Customer Service

Milestone: Promote and protect Addison Way.

Pillar Five: Gold Standard in Financial Health

Milestone: Continue development and implementation of Long Term Financial Plan.

Pillar Six: Gold Standard in Public Safety

Milestone: Maximize use of cutting edge technology to enhance public safety.

Pillar Seven: Optimize Addison Brand

Milestone: Define and promote Addison Identity.