

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 27<sup>th</sup> day of August 2019.

\_\_\_\_\_  
Joe Chow, Mayor

ATTEST:

By: \_\_\_\_\_  
Irma Parker, City Secretary

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Brenda N. McDonald, City Attorney

## **EXHIBIT A**

### Strategic Plan for Fiscal Year 2020

#### **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.