

DRAFT

SPECIAL MEETING & WORK SESSION OF THE CITY COUNCIL

June 16, 2021

ADDISON TREEHOUSE
14681 MIDWAY RD., SUITE 200, ADDISON, TX 75001
6:00 PM SPECIAL MEETING & WORK SESSION

Notice was given that the Addison City Council would conduct a Special Meeting and Work Session on Wednesday, June 16, 2021, at the Addison TreeHouse with a quorum of the City Council physically present. Limited seating for members of the public was available using CDC recommended social distancing measures. The meeting was live streamed on Addison's website at: www.addisontexas.net.

City Council: Mayor Joe Chow; Mayor Pro Tempore Guillermo Quintanilla; Deputy Mayor Pro Tempore Paul Walden; Council Member Tom Braun; Council Member Lori Ward; Council Member Kathryn Wheeler; Council Member Marlin Willesen.

Call Meeting to Order: Mayor Chow called the City Council to order

Pledge of Allegiance: Mayor Chow led the Pledge of Allegiance.

SPECIAL MEETING

Public Comment

The City Council invites citizens to address the City Council on any matter, including items on the agenda, except public hearings that are included on the agenda. Comments related to public hearings will be heard when the specific hearing starts. Citizen comments are limited to three (3) minutes, unless otherwise required by law. To address the Council, please fill out a City Council Appearance Card and submit it to a staff member prior to the Public Comment item on the agenda. The Council is not permitted to take any action or discuss any item not listed on the agenda. The Council may choose to place the item on future agenda.

Regular Items

1. Present and Discuss the Town's Strategic Plan and Goal Setting for Fiscal Year 2022.

The City Council has, in recent years, developed a Strategic Plan to provide direction and set priorities. Specific, measurable goals and priorities known as Pillars and Milestones are developed and revisited each year. These are adjusted as deemed appropriate by Council. Strategic Government Resources (SGR) has facilitated this annual review process with Council. The review included dividing the Council into small groups to discuss whether each Pillar was still relevant, determining whether progress is still being made on each Milestone and making adjustments or amendments as needed. Initiatives for the Milestones will be developed by Staff and will consist of projects that, when completed, help the Town achieve that specific Milestone. Recommendations were discussed by the entire Council with the following updates to Pillar One. All other Pillars remained the same.

Pillar One

	2021	2022
Title	Entrepreneurship and Business Hub	Innovative in Entrepreneurship and Business
Milestone #1	Economic Development focus on attracting and retaining entrepreneurship and target industries.	Economic Development focus on attracting and retaining entrepreneurship, high-tech conferences, and Transit Oriented Development
Milestone #2	Review Town Ordinances and regulations to modernize them and facilitate redevelopment.	DELETE
Milestone #3	Create channels for two-way communication with the business community.	DELETE
Milestone #2	NEW	Leverage the new Customs Facility to promote international travel use of the Airport
Milestone #3	NEW	Leverage the use of the Airport to maximize business growth and expansion

Pillar Two: Excellence in Asset Management

Milestone: Implement the Asset Management Plan in accordance with the Asset Management Policy, utilizing information systems.

Pillar Three: Excellence in Transportation Systems

Milestone #1: Promote Silver Line Development
Milestone #2: Improve all modes of transportation with infrastructure in acceptable condition and well-maintained.

Pillar Four: Gold Standard in Customer Service

Milestone: Promote and protect the 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 enhance public safety.

Pillar Seven: Optimize Addison Brand

Milestone: Define and promote Addison identify.

A resolution approving the seven (7) Strategic Pillars and ten (10) Milestones for the 2022 Addison Strategic Plan is scheduled to be presented during the July 13th Council meeting for Council action.

Adjourn Meeting

The being no further business, Mayor Chow adjourned the meeting.

TOWN OF ADDISON, TEXAS

Joe Chow, Mayor

ATTEST:

Irma G. Parker, City Secretary