



Council Report

Addison, Texas

June 28, 2021

The Addison City Council held a Special Council meeting on Wednesday, June 16, 2021, to review the Council's Strategic Vision and to make updates as needed. The Mayor, Council, City Manager, and key staff were in attendance. The retreat was facilitated by Mike Mowery, President of Leadership Development for Strategic Government Resources (SGR).

Prior to the retreat, SGR conducted phone interviews with each Council member. The purpose of the interviews was to give the Council members the opportunity to share their views on the progress that the Town has made on its Strategic Vision and to ascertain if Council members felt the need to make significant changes to the current Strategic Vision.

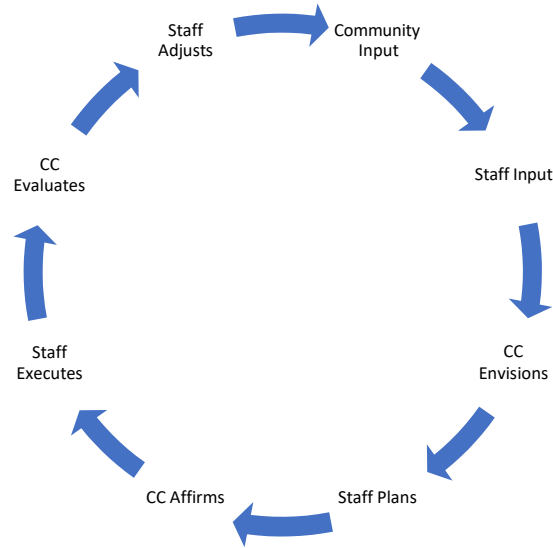
Structure of the Strategic Vision

The City Council builds a Strategic Vision using three, interconnected levels of objectives (each level is more defined than the previous). The first level is for Council to create Strategic Pillars representing their top priorities. The second level is for Council to create specific Milestones for each Strategic Pillar. Council's Strategic Pillars and Milestones answer the question of, "Where are we going in the future?" The third level is the development of specific Initiatives for each Milestone. Initiatives are developed by Staff and consist of projects or programs that, when completed, help the Town achieve specific Milestones. The completion of Milestones in turn lead to achieving the Strategic Pillars and ultimately the Strategic Vision.

Cycle of Strategic Visioning

During the retreat, SGR presented an overview of the Cycle of Strategic Visioning. This allowed the Council to identify the key steps that had been taken in the previous year toward the fulfillment of the vision and to frame the discussions in terms of the process creating a Strategic Vision.

A diagram of the Strategic Visioning Cycle follows on the next page.



Changes to Pillars and Milestones for Fiscal Year 2022

During the June 16, 2021 Special Meeting, Council reviewed the current Strategic Pillars and Milestones. After careful discussion and consideration, Council requested that a change be made to the wording of Pillar One to read: “Innovative in Entrepreneurship and Business.” All other Pillars remained the same. Some changes were also made to the Milestones under Pillar One. Milestone 1 was reworded from *Entrepreneurship and Business Hub* to *Innovative in Entrepreneurship and Business*. Milestones 2 and 3 were eliminated. Two new Milestones were added. These changes are reflected below:

Pillar One: Innovative in Entrepreneurship and Business

Milestone 1: 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.~~

~~Milestone 3: Create channels for two-way communication with the business community.~~

Milestone 2: Leverage the new Customs Facility to promote international travel use of the Airport.

Milestone 3: Leverage the use of the Airport to maximize business growth and expansion.

The following revised Pillars and Milestones will be brought forward for Council adoption prior to the beginning of Fiscal Year 2022.

2022 Strategic Pillars and Milestones

Pillar One: Innovative in Entrepreneurship and Business

Milestone 1: Economic Development focus on attracting and retaining entrepreneurship, high-tech conferences, and Transit Oriented Development.

Milestone 2: Leverage the new Customs Facility to promote international travel use of the Airport.

Milestone 3: 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 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.