



City Council Retreat Report
Addison, Texas
Prepared on June 16, 2022

The City Council of Addison, Texas, held a Council retreat on Wednesday, June 7, 2022. The purpose of the retreat was to review the Council’s Strategic Vision and to make updates and changes as needed. The Mayor and all Councilmembers attended the retreat as did the City Manager and key staff from the Management Team. The retreat was facilitated by Jennifer Fadden, Chief Operating Officer for Strategic Government Resources (SGR.)

Structure of the Strategic Vision

The Town of Addison has structured its strategic vision around three primary concepts. (1) Strategic Pillars represent the City Council’s long-term priorities. These are the key elements of the strategic vision. (2) Milestones are things that indicate the Town is moving in the right direction at the right speed to fulfill the Strategic Pillar in a timely manner. Each Strategic Pillar has at least one milestone. Milestones help answer the question of “What do you mean by that?” (3) Initiatives are generated and executed by the staff in pursuit of the milestones. It is the responsibility of the City Council to identify the Strategic Pillars and Milestones because they answer the question of, “Where are we going in the future?” However, it is the responsibility of the staff to create the initiatives because that answers the question of, “How will we get there?” Initiatives are part of the strategic plan, and they must be in alignment with the Pillars and Milestones of the Strategic Vision.

Cycle of Strategic Visioning



During the retreat, SGR presented an overview of the Cycle of Strategic Visioning. This allowed the City 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 of the retreat in terms of the process of strategic visioning.

Strategic Pillars

Before and during the retreat, the City Council reviewed the progress that the Town had made toward each Strategic Pillar. During the retreat, the City Council was asked whether any changes should be made to the number or subject matter of each Strategic Pillar, and the City Council indicated that no changes to the Strategic Pillars were necessary and therefore the Pillars remain as:

Pillar One: Innovative in Entrepreneurship and Business

Pillar Two: Excellence in Asset Management

Pillar Three: Excellence in Transportation Systems

Pillar Four: Gold Standard in Customer Service

Pillar Five: Gold Standard in Financial Health

Pillar Six: Gold Standard in Public Safety

Pillar Seven: Optimize Addison Brand

Pillars & Milestones

Some changes were made to some of the Milestones as detailed here:

Pillar One: Innovative in Entrepreneurship and Business

Milestone 1: Attract and retain innovators in target industries.

Milestone 2: Leverage Addison's unique assets to grow and expand placemaking business programs and events that will set Addison apart to attract talent and businesses.

Milestone 3: Leverage Airport assets to maximize business growth and expansion.

Pillar Three: Excellence in Transportation Systems

Milestone: Effectively utilize and promote the Silver Line development with a first mile/last mile solution.

Pillar Six: Gold Standard in Public Safety

Milestone: Prepare for the impact of new growth and development in Addison.

Updated Pillars and Milestones for Fiscal Year 2023

Pillar One: Innovative in Entrepreneurship and Business

Milestone 1: Attract and retain innovators in target industries.

Milestone 2: Leverage Addison's unique assets to grow and expand placemaking business programs and events that will set Addison apart to attract talent and businesses.

Milestone 3: Leverage Airport assets 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: Effectively utilize and promote the Silver Line development with a first mile/last mile solution.

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: Prepare for the impact of new growth and development in Addison.

Pillar Seven: Optimize Addison Brand

Milestone: Define and promote Addison Identity.