

DRAFT



SPECIAL MEETING OF THE CITY COUNCIL

June 7, 2022

**ADDISON TREEHOUSE
14681 MIDWAY RD. SUITE 200, ADDISON, TX 75001
5:30 PM REGULAR MEETING**

The Addison City Council conducted its Special Strategic Planning Meeting on Tuesday, June 17, 2022, at the Addison TreeHouse with a quorum of the City Council physically present. Limited seating for members of the public was available. Interested parties were able to make public comments and address the Council via emailed comments submitted to the City Secretary at iparker@addisontx.gov by 3:00 pm on the meeting day. The meeting was live streamed on Addison's website at www.addisontexas.net

Present: Mayor Joe Chow; Mayor Pro-Tempore Kathryn Wheeler; Deputy Mayor Pro-Tempore Lori Ward; Council Member Tom Braun; Council Member Darren Gardner; Council Member Guillermo Quintanilla; Council Member Eileen Resnik

Call Meeting to Order: Mayor Chow called the meeting to order.

Pledge of Allegiance: Mayor Chow led the Pledge of Allegiance

SPECIAL MEETING

Discussion of Meetings / Events

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 a future agenda.

Regular Items

1. Present and Discuss the Town's Strategic Plan and Goal Setting for Fiscal Year 2023.

Since 2016, the City Council has met annually to develop 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 two groups to discuss whether each Pillar was still relevant, determine 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.

PILLAR ONE	2022 Innovative in Entrepreneurship and Business	2023 Innovative in Entrepreneurship and Business
Milestone #1	Economic Development focus on attracting and retaining entrepreneurship, high-tech conferences, and Transit Oriented Development.	Attract and retain innovators in target industries.
Milestone #2	Leverage the new Customs Facility to promote international travel use of the Airport	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 the use of the Airport to maximize business growth and expansion	No Change.
PILLAR TWO	2022 Excellence in Asset Management	2023 Excellence in Asset Management
Milestone	Implement the Asset Management Plan in accordance with the Asset Management Policy, utilizing information systems.	No Change
PILLAR THREE	2022 Excellence in Transportation Systems	2023 Excellence in Transportation Systems
Milestone #1	Promote Silver Line Development	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	No Change

PILLAR FOUR	2022 Gold Standard in Customer Service	2023 Gold Standard in Customer Service
Milestone	Promote and protect Addison Way	No Change
PILLAR FIVE	2022 Gold Standard in Financial Health	2023 Gold Standard in Financial Health
Milestone	Continue development and implementation of Long-Term Financial Plan.	No Change
PILLAR SIX	2022 Gold Standard in Public Safety	2023 Gold Standard in Public Safety
Milestone	Maximize use of cutting-edge technology to enhance public safety.	Prepare for the impact of new growth and development in Addison.
PILLAR SEVEN	2022 Optimize Addison Brand	2023 Optimize Addison Brand
Milestone	Define and promote Addison Identity	No Change

A resolution approving the seven (7) Strategic Pillars and ten (10) Milestones for the 2023 Addison Strategic Plan is scheduled for presentation at the June 28, 2022 Council meeting for Council action.

Adjourn Meeting

There being no further business to come before the City Council, Mayor Chow adjourned the meeting.

TOWN OF ADDISON, TEXAS

Joe Chow, Mayor

ATTEST:

Irma G. Parker, City Secretary