

**PLANO CITY COUNCIL  
SPECIAL CALLED WORKSESSION  
October 18, 2011**

**COUNCIL MEMBERS**

Phil Dyer, Mayor  
Pat Miner, Mayor Pro Tem  
Lissa Smith, Deputy Mayor Pro Tem  
Ben Harris  
André Davidson  
James Duggan  
Patrick Gallagher  
Lee Dunlap

**STAFF**

Bruce Glasscock, City Manager  
Frank Turner, Deputy City Manager  
LaShon Ross, Deputy City Manager  
Diane C. Wetherbee, City Attorney  
Mark Israelson, Director of Policy and Government Relations  
Diane Zucco, City Secretary  
Alice Snyder, Assistant City Secretary

Mayor Dyer convened the Council into the Special Called Worksession on Tuesday, October 18, 2011, at 5:36 p.m., in the Building Inspections Training Room of the Plano Municipal Center, 1520 K Avenue, Plano, Texas 75075. All Council Members were present.

Discussion, Direction and Action Regarding Review of City of Plano Vision, Mission, Strategic Plan, Goals and Core Businesses, including Council Governance Roles and Responsibilities

Ron Holifield of Strategic Government Resources, facilitated the worksession, reviewed the agenda for the evening and spoke to the Strategic Visioning Process which includes: determining the mission; shared vision; goals/objectives; action plan and evaluation. He spoke to challenges to the creation of a unified strategic vision including: competing goals, conflicting goals, political dynamics, staff performance/expectations, individual identity needs and desires, personal turf/ego issues, lack of meaningful communication, and fundamentally different views of the world. Mr. Holifield spoke to accomplishments of a strategic vision including defining the appropriate service areas (current and future), determining a ten-year vision, translating the vision into tangible needs, understanding and building community support, and developing a plan to make the vision a reality. He responded to the Council regarding building a community-wide vision and identity, making decisions to move the organization closer to that vision and reinforcing it.

Mr. Holifield spoke to the collective role and responsibility of the governing body to: determine the organization's mission and purpose; select the chief executive; provide proper financial oversight; ensure adequate resources; ensure legal and ethical integrity and maintain accountability; ensure effective organizational planning; recruit and orient new board members and assess board performance; enhance the organization's public standing; determine, monitor and strengthen the organization's programs and services and support the chief executive and assess his/her performance. He further spoke to the duties of individual board members to: gain an understanding of the organization's mission, goals, and objectives; understand the environment within which the organization operates; prepare for meetings; maintain confidentiality with proprietary items; avoid situations whereby special considerations are afforded a board member; and obtain an understanding of the organization's financial statements.

The Council spoke to the things that drew them to Plano including: schools, City services, reputation of excellence, recognition by the Corporate 1000, safe city, the "look," quality of life, location, family-oriented, housing, access to jobs, "the place to live," progressiveness, professional staff, and cost of living. They spoke to what they'd like to see in Plano's future including: an employment center, attractions, parks/trails/green space, overcoming the pitfalls of maturity, and reestablishing its identity. Mr. Holifield spoke to the primary drivers of Council Members being issues related to taxes, schools and N.I.M.B.Y. ("Not In My Back Yard") and reviewed the trends and themes expressed during pre-retreat interviews

The Council recessed the worksession at 7:08 p.m. and reconvened at 7:14 p.m.

The Council discussed the future identity of Plano (ten-years) and how it should be different from the current and concurred to focus on: cosmopolitan, diverse and urban environment; work-live-play center; high-quality services; creating vibrant neighborhoods; job center; and high educational quality. Mr. Holifield reviewed discussion points for future sessions and City Manager Glasscock advised that Staff will work towards an additional session.

There being no further discussion, Mayor Dyer adjourned the meeting at 9:02 p.m.

---

**Phil Dyer, MAYOR**

ATTEST:

---

Diane Zucco, City Secretary