

**PLANO CITY COUNCIL RETREAT
SPECIAL CALLED WORKSESSION
June 5, 2007**

COUNCIL MEMBERS

Pat Evans, Mayor
Sally Magnuson, Mayor Pro Tem
Jean Callison, Deputy Mayor Pro Tem
Shep Stahel
Scott Johnson
Loretta L. Ellerbe
Harry LaRosiliere
Lee Dunlap

STAFF

Thomas H. Muehlenbeck, City Manager
Frank Turner, Executive Director
Bruce Glasscock, Executive Director
Rod Hogan, Executive Director
Diane C. Wetherbee, City Attorney
Diane Zucco, City Secretary

The Council convened into the open worksession on Tuesday, June 5, 2007, at 9:05 a.m., in Suite 105 of Plano Station, 1012 16th Street. All Council Members were present with the exception of Mayor Evans. Deputy Mayor Pro Tem Callison arrived at 9:09 a.m.

Discussion, Direction and Action Regarding Review of City of Plano Vision, Mission, Strategic Plan, Overarching Themes, Goals and Core Businesses.

Lyle Sumek, of Lyle Sumek Associates, Inc. facilitated the worksession and advised that the agenda includes reviewing the major successes of the last year and their value to citizens; looking to the future; reviewing the vision; updating of the strategic plan; and addressing governance issues.

Performance Report 2005-2006: Report Card for Plano

Mr. Sumek listed the City's top achievements for 2006-2007 as identified by the Council which include: Economic Expansion – Growing Commercial Tax Base; “Greening” the City – Creating a Sustainable Community; Cultural Outreach – Supporting an Inclusive Community; Legacy Town Center – Developing an Urban Village and Activity Center; Water – Conserving Water and Changing Consumption Patterns; Financial Condition of the City – Maintaining a Sustainable City Government; Safest City – Continuing as a Safe City; Neighborhood Revitalization – Making a More Livable City; and Leisure Opportunities – Expanding and Upgrading Parks and Programs.

In the area of “Economic Expansion – Growing Commercial Tax Base,” the Council and Staff spoke to the success of the two-cent tax increase for economic development; the various corporate relocations to the City including Capital One, Rent-A-Center, Children's Medical Center, Denbury Onshore and Countrywide Mortgage; and companies moving into the Research/Technology district.

The Council spoke to the first graduating class of John Paul High School; the BMW dealership showcase; meetings held with the medical community; and the economic expansion of businesses, medical and hotel facilities. The Council spoke to the value to citizens as being a benefit to the tax base, contributing to the financial stability of the City, allowing the City to compete with others, forming a sense of partnership and providing job opportunities, products and services to its residents. The Council spoke to the appeal of John Paul High School and to continued growth at Collin College providing more employees for the medical field.

In the area of ““Greening” the City – Creating a Sustainable Community,” the Council and Staff spoke to advocacy with TXU regarding coal plants, the *Live Green in Plano Expo*, incorporation of “green” concepts in City buildings, using less paper, recycling receptacles at City buildings, continuing education, “Tree City USA” designation, regional composting and a contract for sale of City compost materials, and requiring the highest level of LEED (Leadership in Energy and Environmental Design) possible in all City facilities. Mayor Pro Tem Magnuson spoke to there not being a market to recycle plastic bags. The Council spoke to the value to citizens including offering better pricing on solid waste services, the long-term effects on the region/planet, saving resources, being thoughtful about the use/reuse of resources, improving health, the “feel good” factor, the high percentage of citizens recycling, social benefits of events, and the City being a responsible steward.

In the area of “Cultural Outreach – Supporting an Inclusive Community,” the Council spoke to achievements in the area of Cultural Roundtables including those with the Muslim and Asian Communities and to expanding efforts. The Council spoke to the value to citizens in facilitating understanding of different cultures, breaking down stereotypes, educating people regarding perceived differences and real similarities and providing for more involvement by people in the community.

In the area of “Legacy Town Center – Developing an Urban Village and Activity Center,” the Council spoke to residential and retail in the area continuing to grow and new phases of development including additional employment and hotels. The Council spoke to the value to citizens as the development may result in more hotel conference space and meetings, expansion of the tax base, visibility, identification for Plano, promoting business close to home, attracting businesses and new residents, providing services to the “new” downtown, and promoting economic development.

In the area of “Water – Conserving Water and Changing Consumption Patterns,” the Council spoke to achievements including the water conservation program, billions of gallons of water saved, providing education and awareness, and the City of Plano leading the way in the reduction of water. The Council spoke to the value to citizens being to address long-term sustainability and growth in the region, the need for conservation and/or new resources, making sure water is available for public safety needs.

In the area of “Financial Condition of the City – Maintaining a Sustainable City Government,” the Council spoke to the City’s “AAA” bond rating by all three agencies, being fiscally conservative in setting aside capital reserve funds to replace assets, quantifying future costs such as pension/insurance, and the opening of a clinic for employees. The Council spoke to long-term value to citizens as the City is proactive in maintenance and will continue to attract business and residents, borrowing monies at the lowest rate due to the bond rating, brokerage house interest in bond ratings, providing compensation and benefits to retain employees, offering citizens an opportunity to purchase bonds at the next sale, maintaining the quality of service/staff allowing the City to compete, and providing value for the tax dollar.

In the area of “Safest City – Continuing as a Safe City,” the Council and Staff spoke to the completion of Fire Station No. 11, implementation of red light cameras and the smoking ordinance, having one of the highest fire safety records, fire suppression systems in Downtown Plano, low crime rate, the hiring of a new Fire Chief and Director of Homeland Security, acquisition of new fire equipment and portable defibrillators, traffic calming devices and educational efforts regarding heroin/cheese. The Council spoke to the value to citizens as these efforts keep fire insurance rates low, provide a sense of security and longer life, offer good resources to citizens, and protect property values.

In the area of “Neighborhood Revitalization – Making a More Livable City,” the Council spoke to the Rental Housing Inspection Program including expansion to newer buildings, CDBG Program, First Time Homebuyer’s Program, Community Service Funds, neighborhood revitalization plans, and replacement of screening walls. Staff spoke to revitalization efforts being limited to available resources and finding objective criteria to measure in working toward a change.

In the area of “Leisure Opportunities – Expanding and Upgrading Parks and Programs,” the Council and Staff spoke to achievements including White Rock Creek Park, Oak Point Park, the Muehlenbeck Recreation Center, Haggard Library, the Park Master Plan update, trail development, concerts and an expanded program at the amphitheater, design of the ACC, and senior facilities planned for Carpenter Park Recreation Center. Executive Director Hogan advised that Staff would check into separating the trail system from the building in going forward with development of Oak Point Park. The Council spoke to the value provided to citizens including additional greenspace, the maintaining of property values, opportunities to improve fitness, supporting families and family activities, providing a visible result for tax dollars, and improving air quality.

The Council recessed the worksession at 10:21 a.m. and reconvened at 10:31 a.m.

Executive Director Turner spoke regarding the Accreditation received by the Building Inspections Department which is the first in Texas and third in the nation.

Looking to Plano's Future

Mr. Sumek requested the Council look to the future and identify areas of focus for the next twelve months.

Council Member LaRosiliere spoke to planning accordingly for the remaining land stock including consideration of corporate headquarters and rezoning some commercial property to residential. He spoke to maintaining the current level of commitment to the Economic Development Fund, the potential for uses for additional sales tax revenue, maintaining the City's commitment to the Downtown area and identifying places to expand boundaries and draw in business, and the concept of neighborhood revitalization. City Manager Muehlenbeck and Executive Director Turner spoke to consideration of the Haggard and Douglass Communities.

Council Member Johnson spoke to continuing the momentum with regard to business retention and recruitment, regional and local transportation issues and receiving a share of the monies going into the development of SH 121, continuation of the redevelopment of Plano's infrastructure, reinvestment and rezoning and to helping homeowners reinvest in their properties.

Council Member Ellerbe spoke to receiving the City's share of county bond funds, looking towards more progress at Oak Point Park and continuing to expand the *Live Green in Plano* program.

Deputy Mayor Pro Tem Callison spoke to focusing on what is needed in the Downtown area, consideration of the "Take or Pay" contract with the water district, neighborhood revitalization, and receiving the City's share of county bond funds.

Council Member Stahel spoke to addressing issues of regional transportation including the expansion of DART, requesting information from DART regarding the number of riders originating in the City of Plano or elsewhere, in the area of neighborhood revitalization offering economic incentives to maintain and improve property and possibly increasing the homestead exemption, and diplomacy between transit and non-transit cities regarding the acquisition of businesses. City Manager Muehlenbeck advised regarding previous efforts in this regard.

Council Member Dunlap spoke regarding the redevelopment of neighborhoods, a Master Plan for Parker Road/Collin Creek Mall/Creekwalk/Downtown to provide a tool and vision for economic development. He spoke to having a plan and advocating regional transportation, to review of fiscal balance and addressing those programs that no longer need funding and others that may, and to determining and balancing core services. City Manager Muehlenbeck spoke to meetings held related to Collin Creek Mall, possible reduction of options for the facility, discussion of a hotel for the area and getting back to the table. Executive Director Turner spoke to the challenge of dealing with multiple entities.

Mayor Pro Tem Magnuson spoke to finding ways of marketing Downtown, addressing what is needed, moving forward with a new emergency operations center, receiving an update from the Homeland Security Director and the shortage of employees in the City for the medical field. City Manager Muehlenbeck spoke regarding the need for trained staff at the City's medical facilities, the possible need for regional meetings and to involvement by Collin College.

City Manager Muehlenbeck spoke to developing a "means" test related to the receipt of funds for revitalization and to bringing forward ideas on conservation.

Strategic Planning

Mr. Sumek spoke regarding the Strategic Planning Model which includes the City's vision, plan, execution, mission and beliefs.

City of Plano – Goals 2012

The Council updated the goals and ranked them in the following order: Premier City in Which to Live; Livable and Sustainable Community; Neighborhoods and Urban Centers; Service Excellence; Diverse Business Center; and Safe, Efficient Travel.

Premier City in Which to Live

The Council collectively identified objectives for a "Premier City in Which to Live" as being to maintain and enhance the Plano quality of life – place to live, things to do, safe living; provide quality leisure and cultural choices within Plano – community centers, libraries, parks and trails, cultural venues, arts; encourage quality schools and lifelong learning, assure quality, desirable housing choices for all; diverse cultures and all family generations welcome; and more young families and professionals choosing to live here.

Challenges and opportunities in the area of "Premier City in Which to Live" identified by the Council as a whole were attracting young families and professionals; aging housing stock; determining the City's role; increasing the diversity of housing choices – mid-rise condos, townhomes and in-law accommodations; and retaining long-term residents that have contributed long-term to the community.

The Council recessed the worksession at 11:45 for lunch and reconvened at 12:14 p.m.

Under “Premier City in Which to Live” the areas where action is needed as identified by the Council as a whole were to address multi-cultural outreach by communicating with key leaders regarding general City information and resources and encouraging participation and involvement by all. They spoke to upcoming critical decisions related to the Arts of Collin County; White Rock Creek Park – acquisition and trail easement; Oak Point Park – development; the opening of the Muehlenbeck Recreation Center in late summer; the opening of Haggard Library Phase III; Bluebonnet trail extension; work being done on the trail connection between the Bush DART station and the Parker Road DART station; and a study related to the Chisholm Trail through the Collin Creek Mall area. The Council identified additional actions including entertainment attraction including expanding utilization of the Courtyard Theater, actively market to increase attendance at concerts in the amphitheater and tapping local talent and utilizing streaming video or the amphitheater. They spoke regarding the Carpenter Park Recreation Center Expansion (LEED Certification); the opening of Archgate Park; Memorial Park construction; Comprehensive Plan Updates to the Land Use, Transportation and Economic Development chapters; a review of the Zoning Ordinance resulting in a needs list to determine direction; and Staff evaluation and recommendation of options regarding the direction for the Sister Cities program.

Service Excellence

The Council collectively identified objectives for a “Service Excellence” as being to continue to improve quality of all City services delivered in the most cost-effective manner; continue strong financial position through plans and policies with stewardship of the public dollar, responsible reserves and expenditures; promote engaged and active citizenry who understand the City; provide services and facilities responsive to the changing needs of our citizens and businesses; and be recognized by and involved in professional and national organizations as being simply the “BEST.”

Challenges and opportunities in the area of “Service Excellence” identified by the Council as a whole were to protect the current City revenues and revenue sources, maintain the “AAA” bond rating by all three agencies, and effectively use technology for service delivery.

Under “Service Excellence” the areas where action is needed as identified by the Council as a whole were to address the water policy and strategy including the Take or Pay contract; participation in the Region C Plan; providing clear direction to NTMWD board members, looking for involvement with the Chamber of Commerce/mayors and city managers, developing “citizen level” direction to the district, and communicating with board members regarding conservation efforts. The Council identified additional actions including consideration of the new landscape ordinance; design of Fire Station 12 and the Emergency Operations Center including consideration of the degree and cost of backup; and aging infrastructure – goal, strategy and actions to continue to evaluate the needs and funding. With regard to TXU street lights, the Council and Staff spoke to getting on the Public Utility Commission’s docket and Staff spoke to coming back with a presentation to the Council regarding the visual effect of poorly maintained light structures.

The Council discussed balanced finances and core City services and spoke to providing direction regarding core vs. non-core services and evaluating programs during the budget cycle; there was discussion regarding fines and City Attorney Wetherbee advised regarding court consideration. The Council discussed senior services including review of the needs assessment to determine recommendations; continuing with management succession planning and work being done on the police firing range, animal shelter expansion design and environmental education building.

The Council recessed the worksession at 1:54 p.m. and reconvened at 2:04 p.m.

Livable and Sustainable Community: Vital Neighborhoods and Exciting Urban Centers

The Council collectively identified objectives for “Livable and Sustainable Community: Vital Neighborhoods and Exciting Urban Centers” as being to maintain and enhance the quality of homes and multi-family complexes – appearance, renovation; encourage and facilitate the development of mixed-use urban centers; rental housing units in code compliance; maintaining sustainable neighborhood shopping centers; supporting long-term neighborhood “sustainability” – mix of residential and complimentary services and businesses, homeownership; and encouraging and facilitating “green” buildings and developments.

Challenges and opportunities in the area of “Livable and Sustainable Community: Vital Neighborhoods and Exciting Urban Centers” identified by the Council as a whole were addressing the aging housing stock, property owners not investing or maintaining properties, the number of occupants in housing units, and the City’s future role in Downtown.

Under “Livable and Sustainable Community: Vital Neighborhoods and Exciting Urban Centers” the areas where action is needed as identified by the Council as a whole were to continue *Green* actions both at the City and regional levels developing a community education program, letting citizens know what actions are being taken by the City, sharing information with the Chamber, PISD, community college, homebuilders and other cities, looking at restrictions regarding windmills/waterwells and review of the landscape ordinance. The Council identified additional actions including addressing the Collin Creek Mall and Creekwalk by meeting with the owner(s), reviewing current plan options and zoning in the area; supporting the current mission and projects planned for Downtown development as well as monitoring the merchant’s association; continuation of the rental housing registration and inspection program including moving forward with those apartments ten years and older. The Council spoke to determining the direction and refining the residential revitalization program study, evaluating alternatives and coming forward with criteria, options and recommendations focusing on city-wide objectives; reviewing the plan for the Parker Road DART station development; with regarding to schools, conducting a review of the neighborhood planning program and identifying City projects to enhance neighborhoods; receiving a summary of options with regard to a “boarding house” policy and actions; and reviewing benchmarks related to a neighborhood assessment model.

Diverse Business Center

The Council collectively identified objectives for a “Diverse Business Center” as being to support economic expansion and business retention; revitalize and convert older retail and industrial centers and office buildings; expand economic diversification and international commerce; continue and expand as a major business destination for office buildings; strengthen and expand regional commercial center; and expand medical and healthcare businesses.

Challenges and opportunities in the area of “Diverse Business Center” identified by the Council as a whole were tapping the potential of the medical and health care communities; reusing aging and vacant commercial centers, corridors and areas; attracting appropriate new businesses to Plano; and City support of start-up businesses and incubators.

Under “Diverse Business Center” the areas where action is needed as identified by the Council as a whole were to initiate a dialogue with the community college and area educational institutions regarding the need for employees in the hospital/healthcare industries; and formation of a medical advisory group to play an active role in developing or recruiting medical businesses. The Council identified additional actions including determining the direction of the Plano Centre and whether or not to include it in a future bond package; evaluation and development of a strategy regarding a hotel/conference center on the horizon; permit sub-area refinement in the RT District south of the powerlines; and a continuing commitment to the Economic Development fund addressing it during the budget process and identifying additional possible revenue sources.

Safe, Efficient Travel

The Council collectively identified objectives for a “Safe, Efficient Travel” as being to improve traffic flow and manage traffic demand; plan for and support DART Service to DFW, service within Plano, and support of northern expansion; enhance traffic safety – reduce accidents, improve feeling of safety, have reputation for “safe streets”; and maintain quality of streets.

Challenges and opportunities in the area of “Safe, Efficient Travel” identified by the Council as a whole were having a regional approach beyond DART; maintaining City streets; non-residents use of DART and multiple transportation organizations.

Under “Safe, Efficient Travel” the areas where action is needed as identified by the Council as a whole were to have Staff provide the Council with regular reports and updates regarding the Cotton Belt and review plans as they impact Plano; consider regional transportation agencies and costs in order to arrive a policy for future participation; in the area of senior transportation to receive a report from the MP3 class and consideration of the CCart contract; taxi service evaluation including a possible voucher system; receipt of a report regarding speed tables on their effectiveness and cost then determine direction; developing a long-term vision for north Texas transportation by reviewing RTC/COG/DART plans and defining Plano’s vision and link to the Transportation Element of the Comprehensive Plan.

The Council further spoke regarding DART parking fees and looking at creative options and evaluation of the City's bond program for streets. The Council and Staff discussed inequities in the upcoming county bond program and possible options. City Manager Muehlenbeck spoke to individual lobbying of members of the Commission by Council Members and the Council spoke to development of "talking points" and contact of the committee.

Governance Topics

In the area of governance there was discussion regarding the importance of Council presence at community events and civic engagements. City Manager Muehlenbeck spoke to Staff being at events to provide support for the Council.

City Manager Muehlenbeck advised regarding receipt of a report that the county bond committee has recommended that Plano receive \$40.8 million in bond funds with \$7.5 million for rehabilitation which is a little more than requested.

With regard to boards and commissions the Council discussed conducting a review. Council Member LaRosiliere spoke to interviewing those applying to the Planning and Zoning Commission and Transition and Revitalization Commission during an additional session. Council Member Stahel spoke to including the Parks and Recreation Planning Board and Council Member Ellerbe spoke to including those who select these boards as their first or second choice. Council Member Dunlap spoke regarding a possible quorum at this session and Council Member LaRosiliere spoke to including the Council liaisons for these boards. Council Member Ellerbe spoke to developing options for consideration.

Council Member Ellerbe spoke to the short turn-around time last year between the receptions and receipt of applicant books and City Secretary Zucco advised regarding the dates planned for 2007. Council Members Stahel and Ellerbe spoke to possibly considering boards in a tiered format.

The Council discussed memberships in various organizations and to receiving a list from Staff with regard to the value/cost and a follow-up discussion with the Council.

The Council discussed communications protocol with regard to e-mails received. Council Member LaRosiliere spoke to replying individually and the delays that may sometimes occur. Council Member Stahel spoke to those more familiar with the issue providing responses.

Deputy Mayor Pro Tem Callison left the meeting at 5:05 and did not return.

Council Members Ellerbe and Dunlap spoke to providing personal responses to e-mails and City Attorney Wetherbee spoke to being wary about using e-mail as a means to deliberate. She spoke to it being an efficient and common tool, but advised that taking a position may be premature before consideration of an issue. Mr. Sumek summarized the discussion of the Council as being in favor of a providing personal responses and having the discretion to copy others with no need for a protocol at the current time.

Nothing further was discussed; Mayor Pro Tem Magnuson closed the worksession at 5:13 p.m.

Sally Magnuson, Mayor Pro Tem

ATTEST

Diane Zucco, City Secretary