

**PLANO CITY COUNCIL RETREAT
SPECIAL CALLED WORKSESSION
June 7, 2006**

COUNCIL MEMBERS

Pat Evans, Mayor
Scott Johnson, Mayor Pro Tem
Sally Magnuson, Deputy Mayor Pro Tem
Shep Stahel
Jean Callison
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
Elaine Bealke, City Secretary
Di Zucco, Assistant City Secretary

The Council convened into the open worksession on Wednesday, June 7, 2006, at 9:00 a.m., in Suite 105 of Plano Station, 1012 16th Street. All Council Members were present with the exception of Council Member Callison who arrived at 9:02 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 ten achievements for 2005-2006 as identified by the Council which include: Hurricane Responses – Katrina and Rita; Successful Commercial Growth; Legacy Town Center Development; Financial Condition of the City of Plano; Rental Housing Inspection Program; Red Light Cameras – Safer Intersections; Arts in Plano; Bond Package Projects; Redevelopment Projects; and Plano “Go Green.”

In the area of “Hurricane Responses – Katrina and Rita,” the Council spoke to achievements including fantastic operations within the City, the coordination of the citizen response, the invention of solutions “on the spot,” implementation of a successful exit strategy, reimbursement of costs, providing opportunities for evacuees, participation by citizens and Staff volunteers, and the establishment of relationships with other groups.

The Council spoke to the value to citizens of Plano working together, demonstration of the “fluid” nature of the City in its ability to respond to unanticipated situations and a highlighting of the importance of Federal Emergency Management Association (FEMA) training.

In the area of “Successful Commercial Growth,” the Council spoke to the broad-based nature of expansion including hospitals and retail development and companies coming to the City for services, the low cost of doing business, location, transportation, business environment and the school system. City Manager Muehlenbeck clarified that 1 million square feet of office space is under construction and that new growth of both residential and commercial development is anticipated in the area of \$400-\$500 million. The Council spoke to the value to citizens in helping sustain the tax rate, providing job opportunities within the community, enabling the City to maintain its infrastructure, businesses providing products and services, and managers locating their companies where they want to live. They spoke to residential development offering more housing choices and to working to maintain a competitive edge in commercial development.

In the area of “Legacy Town Center Development,” the Council spoke to achievements including the establishment of a vibrant “mini” city, proving that this concept works, addition of a new park with sculptures, the Phase 1 townhomes being sold out and beginning of Phase 2, the area being a “draw” to the City and a great showcase providing a variety of choices. The Council spoke to the value to citizens being in the City’s tax base, providing entertainment, a visitor’s destination, an alternative lifestyle, a further enhancement of the Legacy Business Park and demonstrating an excellent example of public/private partnership.

In the area of “Financial Condition of the City of Plano,” the Council spoke to achievements including providing a steady tax rate since 1991, retaining the AAA bond rating by all top agencies, being fiscally conservative, maintaining a good capital reserve fund, having good contingency plans and anticipating change and being aware of what other policy makers are doing. The Council spoke to the value to citizens in providing more services for their tax dollars, offering predictability in the tax rate, the protection of property values, not deferring maintenance, and an updating of the financial plan to provide more accurate/understandable projections. City Manager Muehlenbeck advised that sales tax receipts are up 11% for the month of May.

In the area of “Rental Housing Inspection Program,” the Council spoke to adoption of the ordinance being a good start to the program and the possible need for expansion. Staff advised that the program will begin shortly with inspection of apartment units over twenty years old and anticipation that it will move to single-family and duplex units in the coming years. The Council spoke to the value to citizens in maintaining property values and addressing deteriorating property which may affect the crime rate. The Council and Staff spoke to issues related to owner-occupied single family residences in addition to rental units and the difficulties of contacting absentee landlords.

In the area of “Red Light Cameras – Safer Intersections,” the Council spoke to the achievement in getting the program started, the ripple effect, the number of violators cited at Legacy Drive/Dallas North Tollway, indications of the reduction in red light crashes and the program providing good public relations since traffic has long been a concern of citizens.

The Council spoke to the value to citizens in providing a safer City and peace of mind. Staff spoke to revenues paying for the system with the surplus being earmarked for the Traffic Safety Fund and City Manager Muehlenbeck spoke to the state possibly seeing this as another funding source.

In the area of "Arts in Plano," the Council spoke to the achievements including the Public Arts Committee's selection of art for the Muehlenbeck Center, selection of an artist for the Veteran's Memorial Park and the narrowing down of choices for an artist for Oak Point Park. The Council spoke to each project receiving more interest from the arts community. Mr. Sumek spoke to the value being in the growing interest of the arts community in the City and Mayor Evans spoke to the City defining an arts program and the good work done by the Public Art Committee. The Council spoke to the economic value in drawing companies to the area, the mural at the African American Museum providing a historic representation and to the growth of the performing arts as represented by festivals and the opening of the amphitheatre.

In the area of "Bond Package Project," the Council and Staff spoke to achievements including Oak Point Park, Fire Station 11, acquisition of land for the new Emergency Operations Center (EOC), the Tom Muehlenbeck Center and road projects including joint ventures with the county/state. The Council spoke to the value to citizens in maintaining current infrastructure, providing affirmation of voter's decisions, Fire Station and EOC increasing community safety and enhancing property values. Executive Director Hogan spoke to maintaining a "pay as you go" system for water/sewer and not issuing debt.

In the area of "Redevelopment Projects," Mr. Sumek spoke to the redevelopment of the Home Depot site and the Lexington Housing Project (Rice Field) and Executive Director Turner spoke to achievements including completion of the Cox Building and restoration projects in the Haggard Park and Downtown areas. He spoke to rehabilitation of the Thornton House, pending redevelopment at 14th Street and K Avenue (Two Brother's Cigars), possible expansion of a restaurant on K Avenue, and possible restoration of retail property on 15th Street. Mr. Turner spoke to restoration of the historic home at the southwest corner of 16th Street and G Avenue and inclusion of the Interurban Railroad Museum in the National Register. Council Member Stahel spoke to construction of several Habitat for Humanity homes in the Douglass Community. The Council and Staff spoke to the value to citizens in revitalizing neighborhoods and providing a cornerstone of stability.

In the area of Plano "Go Green" Mr. Sumek spoke to the success of the MP3 Report, the establishment of a Sustainability Director and construction of a "model" building. Executive Director Turner spoke to the coordination of multiple departments in the program and a change in values and philosophy with respect to sustainability. Council Member Stahel spoke to construction of the Texas Instruments building in Richardson and upcoming work in Plano offering a regional showcase. Mayor Evans spoke regarding national standards and Plano being on the cutting edge. Mr. Sumek spoke to incorporating environmental sustainability into the vision statement.

The Council recessed the worksession at 10:17 a.m. and reconvened at 10:25 a.m.

Looking to Plano's Future

Mr. Sumek requested the Council look to the future and identify areas of focus for the next two years and those they would like on the agenda for the next year.

Mayor Evans spoke to areas of focus including redevelopment/revitalization addressing the recommendations of the Plano Transition/Revitalization Commission, the Collin Creek Mall area and Downtown area. She spoke to addressing neighborhood revitalization as well as shopping centers and aging retail. Mayor Evans spoke regarding transportation issues including S.H. 121, the expansion of DART and toll issues; continued recruitment of quality businesses and retail in the face of 4A/4B inequities and further spoke to protecting the City against the legislature's attempt to cap revenue.

Council Member LaRosiliere spoke to areas of focus including Downtown development, bringing business into the area and overall economic development. He spoke to addressing the City's infrastructure and concentration on interior roadways and redevelopment of properties from retail to residential. Mr. LaRosiliere spoke to taking action in the areas of developing a clear, cohesive and written strategy for Downtown; receiving a study of comparable maturing cities; developing a targeted approach to identifying community leaders; and moving forward with single-family home inspections towards an expansion to neighborhoods.

Council Member Ellerbe spoke to areas of focus including addressing excess and aging retail, development of affordable housing, issues in the Downtown area, monitoring the legislature and dedicating funds to economic development. She spoke to taking action in expanding the inspection program, continuing discussion regarding regional transportation, and moving forward with Oak Point Park and the arts hall.

Council Member Dunlap spoke to areas of focus including maintaining financial balance, applying technology for public safety and monitoring mobility issues including a possible DART east/west line and DART issues related to suburbs north of the City. He spoke to taking action to create a redevelopment plan for the Downtown area, Collin Creek Mall, Plano Station and Plano Centre; addressing hike and bike trails; developing a sales package for the City; considering the Park Boulevard/Preston Road area; reviewing and implementing the Rental Inspection Program with possible expansion to owner-occupied properties; addressing the water management plan; finding more locations for residential development and facing the challenges of moving forward with sustainability.

Council Member Callison spoke to areas of focus including using a targeted approach to the Downtown area; revitalizing central Plano, addressing S.H. 121, promoting the arts hall to encourage donations and providing a dedicated fund for economic development. She spoke to taking action in the Downtown area (creating a vision), completing the 2006-07 Public Art Plan, addressing senior transportation issues and reinstating the Youth Advisory Committee "YACfest."

Council Member Stahel spoke to areas of focus including stabilizing and improving aging areas of the City, kicking up recruiting businesses with emphasis on hi-tech/medical companies, recruiting retirees to live in the City and looking at the best practices for Plano's maturity. City Manager Muehlenbeck spoke to prior development of an action plan for Plano's maturity and advised that an update could be provided to the Council and Executive Director Turner spoke regarding "First Ring" symposiums. Mr. Stahel spoke to taking action to "kick up" the housing inspection program and including efforts for those unable to maintain their properties, creation and consistent implementation of an *Old Downtown Redevelopment Plan*, acceleration of the development of Oak Point Park, encouragement of medical development east of Alma Road, and addressing the City's water contract.

Mayor Pro Tem Johnson spoke to areas of focus including redevelopment/revitalization in both public and private areas, recruitment/retention of businesses, keeping a focus on public safety; and addressing transportation issues including DART and roadways. He spoke to taking action to keep the tax rate low, beginning construction on the arts hall this year, emphasizing Oak Point Park, continuing the outreach efforts to diverse groups in the City, resolving issues related to S.H. 121 and U.S. 75 "planting the seed" for more urban towncenters and maintaining Plano's position and reputation in the Metroplex.

Deputy Mayor Pro Tem Magnuson spoke to areas of focus including acquisition of the last two major park parcels, continuing to maintain and rehabilitate infrastructure (addressing phone/cable services), addressing declining retail centers and having a plan for the Downtown area, and completing the Emergency Operations Center. She spoke to taking action to continue to encourage the growth of festivals and special events in the City, encouraging efforts of the Multi-Cultural Roundtable, reaching some resolution regarding S.H. 121 addressing economic development/transportation needs and continuing development at Oak Point Park. Ms. Magnuson spoke to determining the number of citizens moving in and out of the City.

Mayor Evans spoke to taking action to hold a workshop with the Council and the Planning and Zoning Commission regarding first ring cities and *Halfway to Everywhere*; getting a good start at "Going Green"; creating a plan for Downtown; negotiating with Collin Creek Mall representatives including review of the whole corridor (Creekwalk Plan); hiring a Fire Chief and Emergency Operations Director; developing a sales package and reviewing senior transportation issues. City Manager Muehlenbeck spoke to possibly looking at alternate sources for senior transportation.

Mr. Sumek advised that the executive perspective on areas of focus included continuing efforts towards the Arts of Collin County, reviewing the revenue base and service prioritization, looking at the future direction and revenues from City shopping malls, considering new urbanism and its application to Plano, looking at regional issues and Plano's role and leadership including air/water quality, and collaborating services in Collin County.

Executive Director Hogan spoke addressing issues related to water and need for support from elected officials for the Region C Water Plan. Mayor Pro Tem Johnson spoke to receiving information at a worksession regarding the plan. Executive Director Turner spoke to a low level of representation for Region C in the state's senate/house and issues of development and conservation. He spoke to the importance of developing regional solutions.

Vision 2021

Mr. Sumek reviewed the vision and following discussion, the Council concurred to include reference to sustainability and update the statement to read, "Plano is a vibrant, safe and sustainable City with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility and an abundance of educational, recreational and cultural opportunities."

The Council recessed the worksession at 11:57 a.m. for lunch and reconvened at 12:47 p.m.

Strategic Planning

Mr. Sumek reviewed the strategic planning model which includes the City's vision, plan, execution, mission and beliefs.

City of Plano Goals - 2011

The Council updated the goals and ranked them in the following order: Premier City in Which to Live; Service Excellence; Livable and Sustainable Community: Neighborhoods and Urban Centers; 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, and 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 and retaining young families; attracting and retaining young professionals; changing patterns and trends in leisure and recreation and increasing diverse choices of housing types: mid-rise condos, townhouses, mother-in-law.

Under "Premier City in Which to Live" the areas where action is needed as identified by the Council as a whole were to monitor parkland acquisition and development for opportunities; reevaluate the mission, purpose, composition and name of the International Relations Advisory Commission; and schedule a fall visit to Taiwan as part of the Sister Cities Program.

The Council identified additional actions including the development of a young professionals marketing package and recruitment program and discussed working with corporate human resources departments, realtors and the Chamber of Commerce; spoke to receipt of the *Workforce Housing Strategy and Actions Report* in August of 2006 with the final report due in October; and identified the Arts of Collin County as a major project to be “kept on the radar.” Council Member Stahel spoke to moving up the Oak Point Park development and Mr. Hogan advised that Staff will provide an update. The Council spoke to the Muehlenbeck Recreation Center opening late-summer 2007; development of the genealogy/international areas of the Haggard Library; development of a second tennis center on “the horizon”; and addressing areas of the hike and bike trails including continuing through the Creekwalk area, providing lighting at roadway intersections and providing a crossing under US 75. City Manager Muehlenbeck advised that Staff could provide an update on the hike and bike trail to the Council. The Council spoke to reinstating the “Battle of the Bands” administered by the Youth Advisory Commission and further spoke to development of multicultural strategy and outreach including contacting more ethnic groups, hosting a session and following up on meetings.

Service Excellence

The Council collectively identified objectives for “Service Excellence” including continue to improve the quality of all City services to be 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 our 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 protecting current City revenue sources; enhancing or expanding City revenue sources; addressing service levels and long-term revenues/resources; using of technology for service delivery; and water resources.

Under “Service Excellence” the areas where action is needed as identified by the Council were addressing financial projections and plan revision with brainstorming possible revenue options, expenditure/debt reduction alternatives and determination of the tax rate based on discussion. City Manager Muehlenbeck advised that as part of the budget process, an updated report will come back to the Council. The Council concurred to keep consideration of a dedicated tax for economic development on the horizon; in the area of compensation and benefit to complete a request for proposal for a health consultant, consider revisions to the compensation plan and philosophy, and review the feasibility of an employee clinic; and regarding special events evaluation and festivals the Council spoke to reviewing the current practices of the Cultural Affairs Commission, exploring approaches by other cities and defining parameters and options such as scheduling.

In the area of the Public Facilities Element of the Comprehensive Plan, the Council spoke to reviewing an update in June 2006; regarding Community Survey of Core Services the Council spoke to an MP3 review of the requests for proposals for consultants/services followed by survey completion and review; in the area of fire stations, #11 will open the summer of 2006 with #12 opening in 2008; regarding WiFi for City Government the Council spoke to a rollout of wireless technology for public safety and a contract coming to the Council in late June regarding WiFi for community users. Council Member Stahel spoke to assessing the availability of library resources to citizens in the northeast area of the City and the possibility of establishing a satellite location. City Manager Muehlenbeck advised that Staff could provide a projection of build-out for the area and a review of current services. The Council discussed the City and regional water policy and management strategy including a review of development standards and regulations, enforcement of the conservation ordinance, participation in Region C Plan implementation, lobbying the delegation on water issues and being an active participant in the district including conversation regarding “take or pay.” With regard to service collaboration strategy, City Manager Muehlenbeck spoke to setting a meeting with the new county judge looking towards development of pilot programs and Mayor Evans spoke to beginning a dialogue with area mayors.

The Council recessed the worksession at 2:55 p.m. and reconvened at 3:00 p.m. Council Member Stahel left the worksession at 2:55 p.m. and did not return.

Livable and Sustainable Community: Neighborhoods and Urban Centers

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

Challenges and opportunities in the area of “Livable and Sustainable Community: Neighborhoods and Urban Centers” identified by the Council as a whole were addressing the aging housing stock; absentee landlords not reinvesting or maintaining properties; the number of occupants in housing units; and developing mixed use urban centers.

Under “Livable and Sustainable Community: Neighborhoods and Urban Centers” the areas where action is needed as identified by the Council were the Legacy Town Center Development – Next Phase, monitoring it as it develops and establishment of a police presence; in Downtown Development receiving a report from the Downtown Taskforce, evaluating the creation of a Public Improvement District, completing the proposed 15th Street improvements; and determining direction. Executive Director Turner spoke to Staff providing an update/restatement to the Council regarding the vision for Downtown and City Manager Muehlenbeck spoke to keeping opportunities balanced.

With regard to vehicle code enforcement the Council spoke to drafting an ordinance addressing parking on residential lots; Park/Preston Urban Center Development and reviewing the development proposal for the southwest corner; Lexington Development (Rice Field) participation in public improvements and follow up on the development agreement; Rental Housing Registration and Inspection to review the report and determine direction/timing; Collin Creek Mall and Creekwalk – review the Creekwalk Plan and stay engaged; First Ring Cities – prepare and conduct a workshop with Planning and Zoning and the Plano Transition and Revitalization Commission; “Going Green” – develop a sustainability program, develop the environmental education building, incorporate the concept at Oak Point Park and the Muehlenbeck Recreation Center.

Diverse Business Center

The Council collectively identified objectives for “Diverse Business Center” including supporting 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 (offices); and strengthen and expand regional commercial center.

Challenges and opportunities in the area of “Diverse Business Center” identified by the Council as a whole were revising aging and vacant commercial corridors, centers and areas; attracting international businesses; attracting retail businesses; reducing amount of land zoned for retail; and increasing competition from other cities (especially with 4a/4b).

Under “Diverse Business Center” the areas where action is needed as identified by the Council were Hospital/Medical Center Business for the Plano Economic Development Board to arrange a meeting to discover opportunities and needs; international business development and strategy to develop a strategy with the Plano Economic Development Board; and Plano Center – to develop a strategic marketing plan, present on “best practices” to the Council; and evaluate a potential hotel.

Safe, Efficient Travel

The Council collectively identified objectives for “Safe, Efficient Travel” including improving traffic flow and managing traffic demand; planning for and supporting DART Service to DFW (Cotton Belt), service within Plano, supporting northern expansion; enhancing traffic safety – reducing accidents, improving feelings of safety and the reputation for safe streets, and maintaining the quality of streets.

Challenges and opportunities in the area of “Safe, Efficient Travel” identified by the Council as a whole were east-west transit; a regional approach beyond DART; high gas prices and the impacts on the transportation system; and cost and popularity of speed tables.

Under "Safe, Efficient Travel" the areas where action is needed as identified by the Council were researching expansion of the red light camera program; continuing to support the Cottonbelt alignment (DART east-west corridor); supporting an extension of the Regional Clean Air Strategy and continuing to implement changes in the City's vehicle fleet; completing a traffic study, receiving recommendations, determining direction and completing the design for intersection improvements at Preston Road/Plano Parkway and Preston Road/Legacy Drive; in the area of regional transportation participating in the debate and seeking funding; in the area of senior transportation reviewing options; and reviewing the funding level and direction regarding speed tables.

Governance Topics

In the area of governance Mayor Evans spoke to the Council having a greater presence at events. The Council discussed methods of receiving information regarding scheduled activities and Executive Director Glasscock advised that he would follow up. Mayor Evans spoke regarding the importance of Council liaison attendance at board/commission meetings. The Council spoke regarding those that conflict with Council meeting times. Mayor Evans spoke to Council having a presence at TML regional meetings with two members attending. Council Member LaRosiliere spoke to including discussion of upcoming TML meetings at Council meetings. Mayor Evans spoke regarding a possible November state referendum which would limit appraisal increases.

Nothing further was discussed, Mayor Evans closed the worksession at 5:08 p.m.

Pat Evans, MAYOR

ATTEST:

Di Zucco, Assistant City Secretary