

**PLANO CITY COUNCIL  
SPECIAL CALLED WORKSESSION  
September 9, 2009**

**COUNCIL MEMBERS**

Phil Dyer, Mayor  
Harry LaRosiliere, Mayor Pro Tem  
Lee Dunlap, Deputy Mayor Pro Tem  
Pat Miner  
Ben Harris  
Mabrie Jackson  
Lissa Smith  
Jean Callison

**STAFF**

Thomas H. Muehlenbeck, City Manager  
Frank Turner, Deputy City Manager  
Bruce Glasscock, Deputy City Manager  
Rod Hogan, Deputy City Manager  
Mark Israelson, Assistant City Manager  
LaShon Ross, Assistant City Manager  
Diane C. Wetherbee, City Attorney  
Diane Zucco, City Secretary

Mayor Dyer convened the Council into the Special Called Worksession on Wednesday, September 9, 2009, at 4:09 p.m., in Training Room A of the Plano Municipal Center, 1520 K Avenue, Plano, Texas 75075. All Council Members were present with the exception of Council Member Miner. Mayor Pro Tem LaRosiliere arrived at 4:29 p.m.

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

Lyle Sumek, of Lyle Sumek Associates, Inc. facilitated the worksession, spoke to setting direction and an agenda for the coming year and to choices for policy makers including: “Denial” which focuses on business as usual, belief that the city can get by, spending reserves without planning, maintaining staff and services, cutting back with no visible service impacts and believing today is similar to past recessions; “Opportunist” which focuses on actively pursuing potential opportunity and finding anything to produce value, looking to the horizon outside the City and taking impatient action with unintended consequences; “Survivalist” which focuses on surviving today, dropping strategic and master plans, creating and reacting to disaster scenarios and abandoning private investment; and “Realist” which focuses on balancing the crisis today with investing in the future, using a long-term vision, revising the mission, creating a flexible organization, leveraging resources and partnering and having the willingness to make difficult political decisions.

## **City of Plano – Goals 2014**

### **Financially Strong City with Service Excellence**

Mr. Sumek reviewed the objectives previously identified by Council of having balanced, reliable revenue sources to support defined services and service levels and investing in the future; delivering services in the most cost effective manner; investing to maintain City infrastructure and facilities; maintaining the “AAA” bond rating; City service levels responsive to the needs of residents; effective use of technology to enhance service delivery, operating efficiencies and provide information to citizens; and determining a tax rate to support defined services, service levels and investment in the future. He spoke to some of the challenges including declining and uncertain City revenues, residents’ expectations of services, willingness to increase the tax rate and the decline in commercial property values.

Under “Financially Strong City with Service Excellence” the areas the Council determined were priorities for the coming year were providing direction on the three-year budget and tax rate (determining the tax rate and mid-term fiscal/debt policies and funding equity, and adopting the FY 2009-10 budget); overall land acquisition including possible sites in TIF #2 district for development; human and social services including determining the role of City government, and evaluating partners/programs/funding levels and direction; City funding for outside organizations (historic and arts) including determining the City’s role and criteria/sources and reviewing funding for administration, capital projects and operations; Water/Sewer Projects including review of projects, evaluating funding options and determining policy direction.

### **Safe Large City**

Mr. Sumek reviewed the objectives previously identified by Council of having a low crime rate (crimes solved, criminals going to jail); timely response to an emergency call for service; public safety departments working with the community and residents sharing responsibility for community safety; residents feeling and being safe in their homes, neighborhoods and in the community and reporting problems to the police; visible and known police presence in the community and in neighborhoods; effective use of technology to make our community safe and keep residents informed; and community prepared for all hazard response and recovery. He spoke to some of the challenges including use of technology, costs and funding for public safety, maintaining appropriate public safety staffing and residents’ taking greater responsibility for neighborhood and community safety.

Under “Safe Large City” the Council identified priorities including addressing neighborhood crime by defining specific areas and developing strategies for response. City Manager Muehlenbeck advised that Staff will review current statistics reported to Police and Code Enforcement. The Council further identified Fire Staff funding as an area of priority including determining the impact on the tax rate and equipment costs for Fire Station #13.

### Strong Local Economy

Mr. Sumek reviewed the objectives previously identified by Council wherein the City has a “business friendly” reputation; continues retaining and growing businesses; is recognized as a “major business center” with headquarters for major corporations; has strong and healthy retail businesses with unique shopping; and attracts diverse new businesses. He spoke to some of the challenges including the uncertain national and local economy, helping businesses to grow and expand, business and developer access to capital, competition from other cities, and aging older retail centers and attitudes of property owners.

Under “Strong Local Economy” the Council identified priorities including policy directions and actions related to landbanking including analyzing current situations and potential opportunities and determining direction on City acquisition for private development/redevelopment and a feasibility study for Plano Centre to determine funding sources and options, analyzing the impact on hotel/motel taxes and debt service.

The Council recessed the worksession for dinner at 6:10 p.m. and reconvened 6:20 p.m.

### Great Neighborhoods – First Choice to Live

Mr. Sumek reviewed the objectives previously identified by Council to promote young professional families moving into mature neighborhoods; offer well maintained City infrastructure and facilities, trees and streetscapes; maintain top quality schools in mature neighborhoods; increase homeownership in mature neighborhoods; upgrade the quality and livability of older homes; and provide convenient access to services needed on a daily basis (shopping and leisure opportunities). He spoke to some of the challenges including older homes in need of modernization, attracting young families to mature neighborhoods, partnering with the school district, code enforcement and aging residents and upkeep of older homes.

Under “Great Neighborhoods – First Choice to Live” the Council identified priorities including the development and implementation of a rental inspection program for single-family units; upgrading and funding for expansion only at Carpenter Recreation Center; development, implementation and direction of neighborhood plans; and policy direction for private neighborhood infrastructure including identifying/analyzing the current problem, discussing the City’s role and responsibility of homeowners association and determining policy direction.

### Exciting Urban Centers – Destination for Residents and Guests

Mr. Sumek reviewed the objectives previously identified by Council including a vibrant downtown destination for entertainment and eating with a reputation as a “cool” unique place to go; Legacy Center continuing to develop as an urban center; Collin Creek revitalized as a regional destination; retail and services to support residents in urban centers; revitalized older shopping centers; and selected four corner shopping areas developed as mixed-use developments including retail/residential/services.

He spoke to some of the challenges including rekindling interest and enthusiasm in downtown Plano; access to capital by businesses; the City's role in creating urban centers; and working with current businesses and property owners.

Under "Exciting Urban Centers – Destination for Residents and Guests" the Council identified priorities including review of the current vision, plan and programs for Downtown; reviewing special event/parks and private alcohol policies; and development in the area of the Parker Road DART station.

#### Partnering for Community Benefit

Mr. Sumek reviewed the objectives previously identified by Council of enhancing the relationship and partnership with the Plano Independent School District; active participation and leadership in regional organizations; the City involving residents and corporations in programs and service delivery through volunteerism and partnerships; working with other cities to address regional issues; and enhancing relationships and partnerships with the faith-based community and diverse cultural groups. He spoke to some of the challenges including competing objectives and goals among community organizations; past history and relationships; growing interest by partners among corporations; residents and community organizations; new leadership (outreach to other cities, school districts, and region); and the relationship to legislative delegation (state/federal/county).

Under "Partnering for Community Benefit" the Council identified priorities including resuming meetings with the school district; defining the City's Role, identifying opportunities and determining policy direction and guidelines with regard to faith-based communities; and developing corporate partnerships for activities and philanthropic opportunities.

The Council recessed the worksession at 8:08 p.m. and reconvened 8:14 p.m.

The Council collectively determined the top actions on the policy agenda for 2009-10 to be setting direction on the three-year budget and tax rate; evaluation and funding of human and social services; determining a policy direction for water/sewer capital projects and funding; neighborhood crime strategy (addressing specific problems in specific areas); funding for fire staffing and equipment; policy direction for land banking for economic development; and updating the vision for Downtown. The Council collectively determined the high priority actions on the policy agenda for 2009-10 to be determining policy direction and actions for land acquisitions; determining City funding for outside organizations (historic/arts); renovation of Carpenter Recreation Center; policy direction for private neighborhood infrastructure owned by homeowners associations; review and direction for an alcohol policy; and development of the Parker Road DART station.

The Council collectively determined the moderate priority actions to be performing a feasibility study for Plano Centre; developing rental inspections for single-family units; implementation of neighborhood plans; faith-based and cooperative school district strategies; and corporate partnerships.

There being no further discussion, Mayor Dyer adjourned the meeting at 8:23 p.m.

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**Phil Dyer, MAYOR**

ATTEST:

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**Diane Zucco, City Secretary**