### CARROLLTON CITY COUNCIL STRATEGIC PLANNING SESSION

#### JULY 13 AND 14, 2007

The City Council of the City of Carrollton, Texas convened in a Strategic Planning Session on Friday, July 13, 2007, at 3:00 p.m. and Saturday, July 14, 2007 at 8:30 a.m. with the following members present: Mayor Becky Miller, Tim Hayden, John Mahalik, Pat Malone, Matthew Marchant, Terry Simons, and Herb Weidinger. Mayor Pro Tem Larry Williams was absent. Also present were City Manager Leonard Martin, Assistant City Mangers Beth Bormann and Bob Scott, Marketing Director Jane Mack, Director of Managed Competition Tom Guilfoy, Workforce Services Director Erin Kasal, City Attorney Clayton Hutchins and City Secretary Ashley Mitchell.

During the Strategic Planning Session, Council discussed the following:

# COUNCIL DISCUSSION AND GUIDANCE TO STAFF ON ISSUES NOT RELATED TO GOALS

#### Work Sessions:

- Council members recognized that there are pros and cons for holding all work sessions in Council Chambers or in the conference room. The biggest challenge with the conference room is lack of space for people attending work sessions to view the proceedings. The challenge with holding work sessions in Council Chambers is a configuration that does not encourage open discussion.
- Council members will decide which issues should be taken to Chambers because of their importance. Consent agenda and informational items will continue to be in the conference room.
- We will make a videographer available for a work session at an incremental cost of approximately \$50 per session to capture discussion that the Council believes is important.
- Staff will provide an estimate on expanding the conference room into the space currently housing the law library. This will expand seating and make it possible to conduct all work sessions in an environment that is more conducive to open discussion.

#### **Consent Agenda**

Councilmember Malone commented that citizens can feel frustrated when they attend a Council meeting and everything is handled through a consent agenda. Consensus from Council is that meetings should not be extended solely for the sake of making the meeting longer. However, there was agreement that care should be taken to explain the consent agenda process to citizens attending the meeting. Doing so will continue to demonstrate that the Council is being open in its decision making.

#### **Quality of TV Broadcast of City Meetings**

Several council members noted that the sound quality of our broadcasts continues to be lacking. Staff explained that the upgrade of our telecasts is continuing and that the biggest challenge is performance from the cable companies. Council was asked to report quality problems when they occur so the staff can work with the cable company involved.

## **Carrollton PRIDE – Carrollton Difference**

Council heard a presentation about the Carrollton Difference and agreed to replace the Carrollton PRIDE as the City moves forward in its work to run the City as a service business. The Council also agreed to implement the Carrollton Competitive Unit recognition program.

# **Staff Communication to Council on TOD**

- Council expressed a desire to receive more information on TOD progress. Staff will provide information on the type of meeting it is holding with potential developers as well as a short description of the potential development one time per month in Executive Session.
- Council reaffirmed its commitment to a high quality development that maximizes density rather than projects that do not meet these criteria.
- Council asked for a concrete plan for TOD to be completed in the coming year.
- Staff provided information and Council acknowledged that the DART station at Trinity Mills might be the first completed as part of TOD due to unique opportunities in that area and challenges in the Historic Downtown Carrollton area.

# **Communication on Projects**

- Council expressed the need to be more effective in structuring deals with developers on city-owned property. The Josey Ranch and Thomas Center projects were identified as examples where the development originally proposed was not the final project that was put in place.
- A ground lease agreement was identified as the preferred option for future development of city-owned property. It was acknowledged, however, that not every project would lend itself to this option. In these cases, Council provided direction that it wants staff to increase its level of due diligence to provide the most assurance possible that projects will be completed as proposed without being so restrictive that it discourages developers from doing projects in Carrollton.

# **Railroad Crossing Quiet Zones**

Councilmember **Hayden** recommended that staff look at the documents pertaining to Quiet Zones provided by the City of Fort Worth on its web site. The purpose is to provide information to citizens and direction on implementation of the Quiet Zone program. Documents can be found at

http://www.fortworthgov.org/?id=5868&terms=quiet%20zones&searchtype=1&fragment =False

# **Carrollton Signature Event**

- Council supported the idea of moving away from a July 4 celebration as Carrollton's signature event.
- Consensus agreement supports the creation of a Texas Heritage Festival to take place in either the spring or fall possibly in a time period that would allow cross promotion with other festivals in the area.
- Potential locations include McKinnish Park or Josey Ranch Lake Complex.
- A Council-Staff committee was established to bring a report back to Council. The committee members are Council: Matthew, Terry, and Pat with Staff: Ashley, Beth, Scott and Jane

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• 2008 could be a transition year for events, and we will pursue either a firework only 4<sup>th</sup> of July celebration or a cooperative agreement with one or more adjoining cities.

**City of Carrollton Governance Policy**: No changes were made to the Governance Policy, and it will be submitted for annual approval in August 2007.

# **Future Work Session topics:**

• IH 35E widening

# **Objectives Removed from Last Year**

- Employee compensation study
- Red light program
- Direction for City boards and commissions
- Single-family rental inspections
- Employee wellness program
- Business preparedness plans
- Provide direction for Municipal Court operations
- Encourage citizen involvement in civic affairs
- Complete McInnish and Skiles parks enhancements

# 2007-2012 GOALS

# Sustain our community

- Sustain our commercial sector and redefine our economic base
- Address upkeep of medians and right of way along highways (weeds along Hwy. 121 as well as other highways)
- Redevelop key areas of the city to promote growth
  - o Furneaux Creek Mall
    - o Belt Line Road
- Pursue future development
  - o Raiford Redevelopment
  - Development west of IH 35E
- Complete the downtown Carrollton Transit-Oriented Development Master Plan, related studies for implantation, rail branding and land acquisition
- Implement the improvement projects from the 2007 Bond program
- Implement strategies for the redevelopment or reuse of aging shopping centers
- Monitor federal and state legislation to protect city interest

# Maintain street infrastructure and an effective transportation system

- Position city interests with Dallas Area Rapid Transit's (DART) development plans
- Continue expanding trail system
- Pursue funding and design of the Belt Line Road underpass as IH-35E by 2015
- Maintain traffic signal synchronization at key intersections
- Schedule and fund priority street improvement projects
- Participation in the design of the IH-35E widening project Texas Department of Transportation (TxDOT) project

# Improve the quality, vitality and attractiveness of neighborhoods

- Develop and implement outreach programs to international populations living within Carrollton
- Continue sidewalk repair and replacement programs
- Revise the Property Maintenance Ordinance
- Implement a railroad quiet zone pilot project
- Complete Oak Creek and Oak Springs I & II neighborhood parks
- Address crime rate in hotels
- Improve infrastructure in older neighborhoods through the N.O.T.I.C.E program
- Revise policies about the bulk hauling of trash as part of the new service contract

# **Operate city government as a service business**

- Implement city employee compensation and benefits plan
- Continue shared services with area government agencies
- Reinvest in employee training and development
- Implement the Carrollton Difference
- Implement the employee health clinic

# Adapt city services and facilities o the community's changing needs

- Consider management options for sports leagues
- Remodel portions of Crosby Community Center
- Complete renovation of city pools

# ACTION AGENDAS 2007-2008

# City Council sets policy directions for...

- Downtown Transit-Oriented Development Master Plan development
- Policy direction on Belt Line Road redevelopment
- Federal and state legislation issues
- Implement 2007 Bond Program
- Property Maintenance Ordinance revisions

# Highest Priorities for 2007 – 2008

- Redevelopment of Furneaux Creek Mall and Raiford property
- Code enforcement and neighborhood integrity
- Implementing the Carrollton Difference
- Address crime rates in hotels
- Belt Line Road corridor redevelopment and clean up
- TOD Master Plan completion and implementation

# High Priorities for 2007 – 2008

- Maintain infrastructure
- Pursue future development west of IH 35E
- Implement the Employee Health Clinic
- Public safety sustainability
- Implement the Employee Compensation Plan
- Monitor federal and state legislation to protect city interest
- Begin to redefine our economic base
- Right of way maintenance (weeds)

# **Other Priorities Mentioned**

- Implement the Railroad Quiet Zone
- Red Light Camera implementation
- Develop and implement outreach programs to international citizens living in Carrollton
- Pass the Bond program in November

# Mayor Miller adjourned the session at 12:45 p.m.

Becky Miller, Mayor

ATTEST:

Ashley D. Mitchell, City Secretary