City of Farmers Branch

Farmers Branch City Hall
13000 Wm Dodson Pkwy
Farmers Branch, Texas
75234

Meeting Minutes

City Council

Wednesday, February 20, 2019 **9:00 AM**

Special Called Meeting - City Council Retreat
Trinity River Audubon
6500 Great Trinity Forest Way, Dallas, TX 75217

Breakfast available at 8:15 a.m.

Absent: 1 - Council Member Bronson Blackson

Presiding: 1 - Mayor Robert Dye

Present: 4 - Council Member Ana Reyes, Mayor Pro Tem John Norwood, Deputy Mayor Pro Tem Mike Bomgardner and Council Member Terry Lynne

Staff: 1 - Charles Cox City Manager

A. CALL TO ORDER (9 A.M.)

A.1 19-64 Introduction and strategic planning overview

Mayor Dye provided an introduction.

A.2 19-65 Review vision, mission and the 2018 Critical Business Outcomes

The City Council discussed the relationship between the comprehensive pland and the strategic plan.

A.3 19-70 Video and discussion regarding the book Start with Why by Simon Sinek

Mayor Dye reviewed the Start With Why video.

Council Member Reyes stated we need to reinvest in Farmers Branch and get back the basics with sustainability and social equality.

Mayor Pro Tem Norwood stated we need a platform for change, we need to address Creek issues (Addison), sustainability and be pro-business/development and restaurants, and bring leadership to Farmers Branch.

Deputy Mayor Pro Tem Mike Bomgardner stated we need to address creek issues, and continue positive Council/Staff/Resident interactions.

Council Member Lynne stated we need to make the City better and prepare for growth, give back, advocate for the City, and not let Farmers Branch become stagnant with the demolition/rebuild program.

Mayor Dye stated we need to review our cost recovery verses value to ensure we are adding value, being better, more innovative, and communicating value with purpose.

A.4 19-69 Discuss topics in the areas of Infrastructure, Social Services and Sustainability

The City Council discussed Farmers Branch Creeks, including how and when to fund creek projects. They reviewed the explanation of the "reach" concept, and had discussion about the responsibility of equity for the current condition of the creek and need for a future study to identify future projects. The City Council discussed a participation program for enhancements beyond functionality (aesthetics). This item will be discussed again at a future City Council meeting.

Other discussions included:

Social Services
CFBISD has 43 homeless kids in Farmers Branch, and 65% of all students are economically challenged. CFBISD is implementing programs to help.
The cost to solve child homelessness in Farmers Branch is $5,000 per family - $215,000 total. Plan in the works, needs funding. Program would be measured in outcomes.
Tracy and Staff to come back with a plan in partnership with other community stakeholders (Chambers/Rotary) and perhaps the region. Think big, jump in, how will we tackle it, how will we control scope.
Treat the initial program as a pilot.

Barn
Business plan handed out.
Bring back to a future Study Session.
Discuss funding options
2 phases: phase 1 is an event center, phase 2 is a museum.
Phase 2 needs to be able to establish a “why.”

Trash Bins
Future surveys could be in an if/then format
63% against, 37% for bins
Discussed charge, cart size and opt-in
Staff to bring a recommendation (and contract amendment) and implementation plan to enhance service:
Add an opt-in service
Choice of bin size
Adherence to screening standards - Code Enforcement education plan

H2O Consumption
Not discussed - will be brought up at a future City Council meeting

Solar
Discussed meetings with Oncor leadership team members for next step discussions
Benefits of the program to the City, potential partners, and multiple ways to pay for it
Current electricity contract expires September 2020 , 11.11301 per kWh
Discussed the cost of managing a solar program: hiring staff or a contractor
Next steps to engage an independent consultant to evaluate our electricity use and options for solar transition - RFQ.
The tax credit step down is next year.

A.5 19-72 Review and discuss critical business outcomes and strategy map for 2019 and next steps

Critical Business Outcomes 2020 - Staff will bring these back at a future Study Session for review.
City Council reviewed the current list of City Business Outcomes:
Critical Business Outcomes are short-term, one to three year, priorities. In contrast to Strategic Objectives, these outcomes are less strategic and more action-oriented.
Implement a vision for the central corridor and encourage redevelopment of the East Side.
Improve options for quality, senior-centric housing.
Enhance our streetscape.
Utilize data-driven processes for making resource allocation decisions.
Continue to deliver exceptional service to our residents, businesses, and other stakeholders.
Implement a solution for improving creeks.
Plan for, build, and maintain high quality public assets.
Library-specific critical business outcome to be defined.
Child homelessness - critical business outcome to be defined.
Station area focus item critical business outcome to be defined.

B. ADJOURNMENT – The meeting adjourned at 4:15 p.m.

Approved: _____

Attest: _____