



City of Farmers Branch Meeting Agenda - Final City Council Minutes

Friday, June 23, 2017

9:00 AM

Strategic Planning Retreat

Heritage Two
Conference Center
5001 LBJ Freeway
Dallas, Texas 75244

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- Presiding:** 1 - Mayor Robert C. Dye
- Present:** 5 - Mayor Pro Tem John Norwood, Deputy Mayor Pro Tem Mike Bomgardner, Council Member Bronson Blackson, Council Member Terry Lynne, Council Member Ana Reyes
- Staff:** - Charles Cox, City Manager; John Land, Deputy City Manager; Amy Piukana, City Secretary; Pete Smith, City Attorney; Sara Egan, Records Management Coordinator; Benjamin Williamson, Assistant to City Manager; Rachael Johnson, Assistant to the City Manager; Tom Bryson, Communications Director; Dean Habel, Deputy Police Chief; Andy Gillies, Community Services Director; John Roach, Interim Public Works Director; Steve Parker, Fire Chief; Gabe Vargas, Deputy Fire Chief; Brian Beasley, Human Resources Director; Sherrelle Evans-Jones, Finance Director; Allison Cook, Economic Development Director, Kevin Muenchow Fleet and Facilities Director; Shane Davis, Environmental Services and Solid Waste Manager; Alexis Jackson, Planning Manager; La' Jeana Thomas, Executive Assistant, Hugh Pender, Building Official; Jeff Harting, Parks & Recreation Director

A. CALL TO ORDER

City Manager Charles Cox called the Strategic Planning Retreat meeting to order at 9:04a.m.

City Manager Charles Cox briefed City Council regarding today's schedule and introduced Facilitator Randy Pennington. Mr. Pennington reviewed the definition of Management verses Leadership. Today is about Leadership. The purpose is to move

toward a mission, a vision and a set of guiding principles. The Strategic Planning Session is designed to focus on big picture policy rather than day to day. He noted the final result must reflect key actions to move forward on the guiding principles. He noted this is a very broad perspective. Deliverables at the end of the day would be reviewed and confirm the direction to guide staff. Mr. Pennington asked the audience for ground rules.

Councilman Lynne stated have an open mind and no preconceived agenda.

B. REGULAR AGENDA ITEMS

B.1 [17-512](#) Welcome and Introductions

City Manager Charles Cox opened the meeting and introduced Facilitator Randy Pennington.

B.2 [17-513](#) Review Agenda and Goals for the day.

Facilitator Randy Pennington reviewed the agenda and goals for the day.

B.3 [17-511](#) Discuss City Council Standards of Civility and Decorum.

City Manager Charles Cox explained currently the City does not have a policy on City Council Standards of Civility and Decorum. He further stated these types of policies are hard to enforce due to First Amendment rights. Mr. Cox explained the current procedure is to provide applicants running for office the Code of Fair Campaign Practice form which is provided by the Texas Ethics Commission.

Councilman Norwood expressed concerns regarding negative campaigning from the recent Mayoral race. He explained he did not endorse either candidate. He explained in his opinion, it is best remain neutral and not support any one candidate. He urged City Council to works as a team and not endorse a candidate.

Councilman Bomgardner stated he did endorse a candidate, but in the future will remain neutral and agreed with Councilman Norwood.

City Council discussed the option of signing a pledge to remain neutral on candidate endorsement.

Councilman Blackson stated he is open to a pledge to remain neutral on candidate endorsement if that is the direction of the majority of City Council.

Councilwoman Reyes stated she disagrees with a pledge of non-endorsement of a candidate. She stated these are open seats within the community. She noted she has personally experienced discrimination in the past and does not wish to be silent in the future when it comes to supporting a good candidate.

Councilman Lynne explained he supports moving forward and stated he has pledged support to new elected Mayor Dye.

Mayor Dye stated he understands the reasons for endorsement, and expressed gratitude to Councilman Bomgardner for being honest about stating he supported his opponent upfront. Mayor Dye explained he has met with all City Council to share his vision for Farmers Branch. He stated being positive, having a vision and moving the City forward is his primary goal. He urged future leaders to not engage in negative campaigning.

City Council discussed procedures for Citizen Comments. City Attorney Pete Smith explained the City Council is limited in response to comments due to the topic, noting it may not be listed on the agenda.

After discussion, Councilman Bomgardner suggested having an agenda item closer to election time to encourage fair campaign practice and compliance with the Code of Ethics. He also suggested restrictions of City Council Members from meeting with Developers.

Mr. Cox replied stating it's the perception of being seen with the Developer. Deputy City Manager John Land encouraged Council to utilize City Hall (a public building) when meeting with Developers.

B.4 [17-514](#) Discuss the role of Boards & Commissions and review the Boards & Commissions applicant list.

City Manager Charles Cox provided an overview regarding Boards and Commissions, noting some boards are not moving forward, and seem to be struggling. He asked City Council to review each board and the expectations. He explained the boards' purpose is to provide advice and recommendations to assist City Council with direction. He asked City Council to specify if they prefer Council/Board Liaisons or if they prefer Board updates.

Councilman Blackson explained when he served on the Planning and Zoning Commission, he did not feel he had clear direction and supports clear communication from City Council to include joint meetings.

Councilman Lynne suggested a quarterly update. He stated he will serve as the Liaison to the Senior Advisory Board.

Council discussed the option of combining the Parks and Historical Park Boards, but decided to maintain the existing configuration.

Mayor Dye suggested City Council attending periodic board meetings to hear feedback and stay on top of each board. He asked City Council to provide clear directions for the boards.

Councilman Norwood stated boards influence spending within the City. He also suggested obtaining feedback and providing guidance.

Mr. Cox stated he holds quarterly lunches with all Board and Commission Chairs. He stated clear direction could be given during those meetings. Councilman Norwood asked Mr. Cox to invite Council to attend.

City Council agreed that the following key boards provide updates to City Council: Animal Advisory Board and Zoning Board of Adjustment/BOA – Updates annually. Community Watch, Senior Advisory, Library – Updates biannually.

P&Z, Sustainability, Historical Park, Parks & Recreation – Updates quarterly.
Councilman Blackson suggested the creation of a Community Arts Committee, suggesting checking with other cities to see if similar boards have been created. Councilman Lynne suggested creating a Marketing Committee.

City Council created a slate list utilizing sticker preference for each board. Then, preferences were analyzed and City Council recommended amending the following board structures:

- Municipal Drainage System Advisory Committee – Council recommended increasing the size of this board by one member.
- Animal Shelter Advisory Committee – Council recommended increasing the size of this board by one member.

The slate list is as follows:

ANIMAL SHELTER ADVISORY COMMITTEE

Place	Top Candidates:	Term Expires
2	Robert Dye (Mayor)	6/30/2019
5	Becky Fisher-Reappoint	6/30/2019
7	Lib Grimmett-Reappoint	6/30/2019
New	Catherine McManus	6/30/2019

COMMUNITY WATCH COMMITTEE

Place	Top Candidates:	Term Expires
1	Richard Russell	6/30/2019
4	Charles Barton-Reappoint	6/30/2019
5	Wanda Barker	6/30/2018

FARMERS BRANCH LOCAL GOVERNMENT CORPORATION

Place	Top Candidates:	Term Expires
1	Robert Dye	6/30/2019
2	Bronson Blackson	6/30/2019
3	John Land	6/30/2019
4	Steve Parker	6/30/2019
5	Pam DeHon	6/30/2019

HISTORICAL PRESERVATION & RESTORATION BOARD

Pl	Top Candidates:	Term Expires
1	Lisa Neumeyer	6/30/2019
2	Bill Stolp	6/30/2019
7	Bitsy Laney-Reappoint	6/30/2019
9	Tamara Cleghorn	6/30/2018
10	Gail Cope	6/30/2019
11	KayLynn Lyon-Reappoint	6/30/2019

LIBRARY BOARD

Pl	Top Candidates:	Term Expires
1	Natasha Moser	6/30/2019
2	Jennifer Bauer	6/30/2019
6	Whitney Thomas	6/30/2019
7	Weber Baker	6/30/2019
9	Jessica Rodriguez	6/30/2019
11	Rick Lyon - Reappoint	6/30/2019

MUNICIPAL DRAINAGE SYSTEM ADVISORY COMMI

Plac	Top Candidates:	Term Expires
1	Amy Rogers (Resident)	6/30/2019
2	Mike Sheaffer (Business)-Reappoint	6/30/2021
4	Berry Grubbs (Development)-Reappoint	6/30/2021
5	John Norwood (Council)	6/30/2021
New	Todd Womble (Resident)	6/30/2021
New	James Dan Heard (Resident/Alternate)	

PARKS & RECREATION BOARD

Pl	Top Candidates:	Term Expires
2	Marc Traynor	6/30/2019
4	Jan Wooldridge-Reappoint	6/30/2019
6	Christine Dimon	6/30/2019

8	Pat Thompson-Reappoint	6/30/2019
10	Barbara Leedy-Reappoint	6/30/2019

PLANNING AND ZONING COMMISSION

Pl	Top Candidates:	Term Expires
1	M. Jared Sullivan	6/30/2020
4	Linda Bertl	6/30/2020
8	Giovanni Zavala	6/30/2020
9	Sergio De Los Santos-Reappoint	6/30/2020

SENIOR ADVISORY BOARD

Pl	Top Candidates:	Term Expires
2	Ruth Fuls	6/30/2019
3	Sharon Aston	6/30/2019
4	Phillip Joe Wallen-Reappoint	6/30/2019
11	James Tom Wooldridge-Reappoint	6/30/2019

SUSTAINABILITY COMMITTEE

Pl	Top Candidates:	Term Expires
1	Vanessa Serrano	6/30/2019
8	Amy Rogers	6/30/2018

TAX INCREMENT FINANCING I & II

Pl	Top Candidates:	Term Expires
1	John Norwood	6/30/2019
2	Hugh Pender	6/30/2019
3	Terry Lynne	6/30/2019
4	Steve Parker	6/30/2019
5	Mike Bomgardner	6/30/2019
6	Joe Dingman	6/30/2019
7	Charles Cox	6/30/2019

ZONING BOARD OF ADJUSTMENT

Pl	Top Candidates:	Term Expires
5	Michael Rogan - Reappoint	6/30/2019
2	John Tarleton - Reappoint	6/30/2019
6	Robin Bernier (Alternate)-Reappoint	6/30/2019

NORTH DALLAS WATER SUPPLY CORPORATION

Pl	Top Candidates:	Term Expires
6	Sherrelle Evans-Jones	1/1/2019

B.5 [17-515](#) Receive a presentation and discuss the results of the 2017 Resident Satisfaction Survey.

Assistant to the City Manager Ben Williamson provided a PowerPoint presentation regarding the 2017 Resident Satisfaction Survey. Mr. Williamson reviewed the respondent demographics, educational attainment data, school locations, retirement ratings (82.6%), and quality of service to residents (78.8%). He reviewed the Fire Department, noting the City received 22 pages worth of compliments, with 3,262 inspections and 4,710 calls for service. Mr. Williamson reviewed the Police Department results noting the City received 21 pages worth of compliments with a 4:09 response time, and 20,341 calls for service. Mr. Williamson explained the data shows that City of Farmers Branch has a very low crime risk. He reviewed Animal Services noting they received 2,583 field service calls, with 1,183 animals taken in, nearly 100% adoption rate with 3,642 Facebook followers. Mr. Williamson reviewed the Code Enforcement statistics noting they had 6,969 Code Enforcement cases, 80% voluntary compliance rate, with an average closure of 17.5 days, 80% of cases were initiated by staff and 14% resulted in a citation. He reviewed Library Services, stating 60% of respondents had visited the Library, 163,949 people walked through the Library's doors, 710 events were hosted by the Library, with an excellent to good range of 84% to 94% for performance metrics. Mr. Williamson reviewed the Parks and Recreation strengths and opportunities noting the City has over 28 parks with 259.13 acres, held over 6,898 recreation center class registrations with 63,439 senior Center program attendance and 36,395 Aquatics Center attendances. Mr. Williamson reviewed the Special Events, stating there were 12 events, with 68,211 attendees. He reviewed Communication results, explaining they received excellent feedback and will soon have an updated website. Mr. Williamson reviewed Trash & Recycling noting the City had an 84% participation rate in the recycling program with 20,079.09 tons of trash collected, with 1,807,048 tons of recycling collected. He reviewed the Retail Gap (51%) and the Revitalization Gap (38%), noting the Economic Development statistics are 9 Demo/Rebuild applications were approved, five properties sold, exceeding the goals from the 2016-17 Strategic Plan. Mr. Williamson explained residents will be surveyed again in 2019, noting the City has set the bar high.

B.6 [17-516](#) Review Fiscal Year 2016-17 Strategic Plan.

Mr. Williamson reviewed the City's Mission Statement and Vision. He stated the 2016-17 Strategic Plan Structure is based on 10 guiding principles. He noted the City had 62 Department Goals, 90 Key Activities and 192 Key Deliverables.

Mr. Williamson provided an overview of the measured initiatives. Council Member Lynne asked out of the surveys provided, how many duplicate responses were received from one single address, and asked how more residents could participate in the future.

Mr. Williamson replied out of the surveys only 20 had duplicate responses based on IP addresses. He explained the City's goal is to increase our participation rate and reach out to all age groups.

Mayor Pro Tem Norwood suggested hosting an event with apartment complexes to help them gain awareness of the surveys.

After discussion, Mr. Williamson reviewed the FY 16-17 Strategic Plan with City Council.

B.7 [17-517](#) Discuss Farmers Branch vision statement and updates to the FY 17-18 Strategic Plan.

Mr. Pennington led the discussion on the Farmers Branch vision statement and updates to the FY 17-18 Strategic Plan. He asked the Council to consider a long term vision for the City.

The City Council split into small groups with City Staff and Mr. Pennington conducted exercises to create future ideas for the look, feel, and act of the community.

Councilman Lynne suggested having a citizen survey to allow residents to rate City Council on accessibility.

Mr. Pennington suggested changed Council Goals for under Acts with Ethics and Integrity to (2) Transparency & Accountability & Respect.

After discussion, Deputy Mayor Pro Tem Bomgardner suggested adding the word Diversity to the Guiding Principle on Highest Quality Workforce.

B.8 [17-518](#) Discuss Council Priorities and Direction.

Mr. Pennington summarized the retreat asking each Council Member what is the most important priority and direction.

Councilwoman Reyes stated the Bond Program is priority for her, she expressed appreciation for City Administration and asked that another compensation analysis be performed for Public Safety employees.

Mayor Dye stated his priority is to amend the English-only Resolution and unite the Community.

Deputy Mayor Pro Tem Bomgardner stated he wants to see executed projects and more focus on the future.

Councilman Blackson stated his priority is to keep the City moving forward in a positive direction and for City Council to be unified as a team to accomplish this goal.

Mayor Pro Tem Norwood stated his priority is to help improve the City Council's reputation and promote the City's many accomplishments.

C. ADJOURNMENT

There being no further business, Mayor Dye adjourned the meeting at 4:23 p.m.

SIGNED:

Mayor

ATTEST:

City Secretary