



*This guide establishes a starting structure for all boards and commissions during their regular presentation to the City Council. The goal is to complete your presentation in under **15 minutes**, so focus on the big picture. If you have any questions, please work with your board's staff liaison.*

1. Introduce yourself, any other board members in attendance, and the board you are representing.

2. Identify your mission and goals, and how you align to the City Council's Guiding Principles (next page).

3. Provide an update on the "big" things you are working on now.

4. Identify the "big" things you plan on working on in the near future.

5. Communicate any useful information that you believe Council should know about the board. This is a great place to discuss accomplishments.

6. Ask for direction. "Council, is there anything you need us to focus on as your board or how would you like us to proceed with this project/program?"



Farmers Branch's Guiding Principles

"Our mission at the City of Farmers Branch is to build a vibrant, dynamic community that consistently seeks to improve the quality of life for our residents."

1. Act With Ethics & Integrity

Doing the right thing for the right reasons delivers exceptional results.

2. Practice Financial Stewardship

Stakeholders' investments should be protected through conservative budgeting, spending, and resource management.

3. Be Open and Accessible

Stakeholders deserve to know what is happening in the community and should have the opportunity to participate in its governance.

4. Promote Public Safety

Safety is the foundation on which vibrant communities are built.

5. Pursue Sustainable Economic Growth

A strong, diversified economic base provides sustainable growth.

6. Provide Thriving Neighborhoods

Effective planning, land use, development, code enforcement, and revitalization activities yield strong, thriving commercial and residential neighborhoods.

7. Provide Excellent Quality of Life

Beautifully maintained natural environments, parks, trails, rights-of-way, and green space paired with a wide variety of quality recreational and entertainment opportunities for all ages enhance quality of life.

8. Offer First-Rate Infrastructure and Assets

Functional, sustainable and well-maintained infrastructure, facilities and equipment are essential elements which allow the City to achieve its potential.

9. Employ the Highest Quality Workforce

A motivated, educated, experienced, diverse workforce is needed to carry out our mission.

10. Offer Exceptional Service

Exceptional customer service sets us apart as a community of choice.