



Legislation Text

File #: R2018-39, **Version:** 1

Consider approving Resolution No. 2018-39, adopting a vision statement for the City of Farmers Branch; and take appropriate action.

BACKGROUND:

A vision statement is an aspirational description of what an organization would like to achieve or accomplish in the mid to long-term future. It is intended to serve as a clear guide for choosing current and future courses of action.

In 2017, it was realized that the City of Farmers Branch did not have a formal vision statement and we began the journey to build a vision statement. Starting at the 2017 strategic planning retreat on August 23rd, City Council began the discussion build a vision statement for the City of Farmers Branch. The discussion was continued during the Study Session on January 23rd, 2018 when Council was briefed about the possible structure of the vision statement as part of the City's overall strategic management system. Staff utilized feedback from this meeting to make another set of revisions to the vision statement and prepare for future discussions. A new draft of the draft vision statement was discussed during the 2018 strategic planning retreat on February 28th and a final version of the vision statement had been prepared for the City Council that incorporates all of the feedback that has been received.

DISCUSSION:

City Council will discuss the vision statement and ensure that it is the vision statement for the City of Farmers Branch that will serve as a foundational component to the City's overall strategic management system.

POSSIBLE COUNCIL ACTION:

1. I move to approve Resolution No. 2018-39, as presented.
2. I move to approve Resolution No. 2018-39, with modifications.
3. I move to table the issue for further study or take no action.

ATTACHMENTS:

1. Resolution No. 2018-39