

MINUTES
RICHARDSON CITY COUNCIL
WORK SESSION MEETING
DECEMBER 7, 2015

WORK SESSION – 6:00 P.M.:

• **Call to Order**

Mayor Voelker called the meeting to order at 6:00 p.m. with the following Council members present:

Paul Voelker	Mayor
Mark Solomon	Mayor Pro Tem
Bob Townsend	Councilmember
Scott Dunn	Councilmember
Mabel Simpson	Councilmember
Marta Gomez Frey	Councilmember
Steve Mitchell	Councilmember

The following staff members were also present:

Dan Johnson	City Manager
Don Magner	First Assistant City Manager
Kent Pfeil	Chief Financial Officer
Cliff Miller	Assistant City Manager Development Services
Shanna Sims-Bradish	Assistant City Manager Admin/Leisure Services
Aimee Nemer	City Secretary
Taylor Lough	Management Analyst

A. VISITORS

There were no visitor comments submitted.

C. REVIEW AND DISCUSS THE 2016 CITY COUNCIL MEETING CALENDAR

Don Magner, First Assistant City Manager, reviewed the proposed calendar of meetings.

D. REVIEW AND DISCUSS THE CITY COUNCIL GOALS FOR THE 2015 – 2017 COUNCIL TERM

Don Magner, First Assistant City Manager, reviewed the strategies and timeline for the 2015 – 2017 Council Goals.

Enhance the Quality of Life of Our Stakeholders

- Implement 2015 Bond Program in a manner that is financially responsible, maximizes opportunities, and is clearly communicated to stakeholders
- Commence with implementation of the Spring Creek Nature Area Master Plan
- Commence with aquatics assessment and planning initiative
- Evaluate ways to enhance infrastructure maintenance strategies through operating budget support

Attract & Retain Targeted Businesses & Increase the Number, Quality, & Variety of Job Opportunities Throughout the City

- Enhance REDP work plan to include additional small business programming, support and services
- Continue Economic Gardening Services
- Explore the next era of entrepreneurial programming and services
- Conduct “Gap-Analysis” of retail in Richardson to determine specific new feasible retail opportunities

Strengthen Property Values

- Review and adopt 2015 International Building Codes
- Review and recommend revisions to property maintenance codes
- Commercial Program
- Initiate second phase of Main Street / Central Expressway rezoning
- Work with Dallas County to maximize the scope of the W. Spring Valley Road Rehab project

Appropriate Use of Technology & Innovation

- Initiate and complete IT Master Plan
- Develop multi-year technology funding strategy
- Obtain contemporary work order and asset management system
- Evaluate and organize cor.net based on commonly requested information in order to streamline repeat requests
- Improve Communications
- Identify goals and strategies for branding study and future marketing campaigns
- Research and report on methods to refresh/update Richardson’s logo and possibility to create a tagline
- Develop resource to inform residents about infrastructure related projects
- Implement Police Public Service Announcements

Increase the Sense of Community

- Define, explore, and enhance cultural diversity initiatives in the community
- Work with RIA & HASR on an annual Compassionate Richardson event
- Expand Month of Volunteerism to collaborate with community partners on a city wide day of volunteerism
- Develop a plan to begin citywide place-making, place-marking, and wayfinding initiative

Improve Customer Experience in Interactions with the City

- Make customer focused improvements to City Hall through 2015 bond program
- Develop a “How to do business” in Richardson for businesses for RCC and COR
- Evaluate and enhance communication material and methods used for welcoming new residents
- Implement “Express Permitting” for tenant finish out permits
- Implement Year 2 initiatives to make Richardson more ADA accessible

Improve Accessibility to the City

- Make enhancements to “Bike Friendly Community” initiative
- Evaluate safe pass and bicycle parking ordinance
- Study options for rail station TOD “last mile”
- Ongoing support of Cottonbelt Rail System
- Continue to track and promote Richardson’s Vision for the US-75 Corridor Project

Attract, Develop, & Retain Quality City Employees

- Develop and implement training program focused on supporting new supervisors
- Evaluate and develop recommendations regarding the city’s compensation and benefits package to ensure that both elements remain market competitive and financially sustainable
- Create a leadership academy to provide skills development opportunities for current and future leaders

Effective & Efficient Management of City Finances

- Monitor and adjust fees and revenue sources on an annual basis to ensure they are market competitive and reflective of services provided
- Sherrill Park Fee Review
- Continue to evaluate opportunities to refund existing debt and take advantage of interest savings
- Finalize Water/Wastewater Infrastructure Management Plans
- Evaluate options for a Meter Replacement Program
- Evaluate options for reducing I&I
- Work with the NTMWD and member cities to explore alternative strategies for governance and rate setting

Improve Documentation, Processes, Structure, & Services

- Conduct and implement Facilities Maintenance Master Plan
- Complete Service Center Outdoor Master Plan updates
- Identify methods to solicit feedback regarding community programs, projects and services
- Establish standing committee with UT Dallas to strengthen staff relationships and collaboration on services and programs

Increase Private Participation & Contributions

- Develop historical profile of donors and their contributions
- Create citywide strategy regarding cultivating philanthropic opportunities and sponsorships of city services and events
- Clearly state opportunities for donor participation and contributions

Proposed for Winter / Spring 2016

- Implement Year 1 of the 2015 Bond Program
- Initiate second phase of Main Street / Central Expressway rezoning
- Evaluate and/or implement debt refunding opportunity
- Initiate efforts to implement Spring Creek Nature Area Master Plan
- Review compensation and benefits philosophy and practices with our benchmark cities

- Establish standing committee with UT Dallas to enhance staff collaboration and planning

Proposed for Summer/Fall 2016

- Monitor and adjust fees and revenue sources
- Review and adopt international building codes
- Completion of IT Master Plan
- Conduct initial briefing related to citywide strategy regarding cultivating philanthropic opportunities and sponsorships of city services and events
- Conduct initial briefing regarding goals and strategies for branding study and future marketing campaigns

E. REPORT ON ITEMS OF COMMUNITY INTEREST

Mayor Pro Tem Solomon reported on a great Christmas Parade and thanked Senior Net and the Rotary Club for the new Santa's sleigh.

Councilmember Frey reported on the Eastside Tree Lighting, the Richardson Symphony Orchestra, and Santa's Village and tree lighting.

Councilmember Mitchell reported on the meeting of the Dallas Regional Mobility Coalition and the discussions regarding the HOV lane on US 75. He also noted the passing of Congressman Sam Johnson's wife, Shirley Johnson.

Mayor Voelker reported on the Richardson Interfaith Alliance Thanksgiving Dinner as well as the Senior Thanksgiving Dinner hosted by the City.

Mr. Johnson, City Manager, reported on the Richardson Rotary Club recognition of City of Richardson Employee of the Year, Don Sourber; and City of Richardson Supervisor of the Year, Noura Jammal.

EXECUTIVE SESSION

In compliance with Section 551.074 of the Texas Government Code, Council will convene into a closed session to discuss the following:

- Personnel
 - Evaluation of the City Manager

Council Action

Council convened into Executive Session at 7:00 p.m.

RECONVENE INTO REGULAR SESSION

Council will reconvene into open session, and take action, if any, on matters discussed in Executive Session.

Council Action

Council reconvened into Regular Session at 8:30 p.m. There was no action as a result of the Executive Session.

ADJOURNMENT

With no further business, the meeting was adjourned at 8:30 p.m.



MAYOR

ATTEST:



CITY SECRETARY

James P. [unclear]