

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL WORK SESSION AND SPECIAL MEETING

June 15, 2020

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX
75254 6:00 p.m. Work Session & Regular Meeting

Present: Mayor Joe Chow; Mayor Pro Tempore Lori Ward; Deputy Mayor Pro Tempore Guillermo Quintanilla; Council Member Tom Braun; Council Member Ivan Hughes; Council Member Paul Walden; Council Member Marlin Willesen.

SPECIAL MEETING & WORK SESSION

Call Meeting to Order: Mayor Chow called the meeting to order.

Present and Discuss the Town's Strategic Plan and Goal Setting for Fiscal Year 2021.

The City Council has been committed to an ongoing program of developing a Strategic Plan and Goal Setting to plan for future growth and improved services to the citizens of the Town. Specific measurable goals, priorities and implementation known as Pillars and Milestones were developed but revisited each year and as factors change, plans are then adjusted. This process has been facilitated by SGR Government Resources. The review process included dividing the City Council into small groups to discuss whether each pillar was still relevant, determine whether progress is still being made on each milestone with adjustments or amendments made as needed. Recommendations were discussed by the entire Council with the following updates suggested.

Pillar One: Entrepreneurship and Business Hub

- *Milestone 1:* Economic Development focus on attracting and retaining entrepreneurship and targeted industry sectors (Information Technology, Financial Services, Engineering/Research/Development Services, Consulting Services, and Creative Services).
- *Milestone 2:* Review Town Ordinances and regulations to modernize them and facilitate redevelopment.
- *Milestone 3:* Create a specific channel for two-way communication with the business

community.

Council noted that the City has done a good job of communicating with our businesses in the wake of the COVID-19 Pandemic. All the milestones were considered to still be relevant. No recommended changes.

Pillar Two: Excellence in Asset Management

- *Milestone:* Implement the Asset Management Plan in accordance with the Asset Management Policy, utilizing information systems.

Council consensus was that a lot of progress had been made on this pillar. Since the Asset Management Plan has begun with a policy approved and program implemented this milestone be amended to reflect progress made by addition of “*in accordance with the Asset Management Policy, utilizing information systems*” as noted above.

Pillar Three: Excellence in Transportation Systems

- *Milestone 1:* Promote Silver Line Development.
- *Milestone 2:* Improve all modes of transportation with infrastructure in acceptable condition and well- maintained.

No suggested updates were presented. A request was made to provide updates to airport and Silver Line development initiatives.

Pillar Four: Gold Standard in Customer Service

- *Milestone: Promote and protect Addison Way.*

No suggestions or amendments were made. The Council believed that much progress was being made on this pillar and the milestone. Continued progress in improving the speed of responsiveness was requested.

Pillar Five: Gold Standard in Financial Health

- *Milestone: Continue development and implementation of Long-Term Financial Plan.*

No suggestions or amendments were made. The Council believed that much progress was being made on this pillar and the milestone.

Pillar Six: Gold Standard in Public Safety

- *Milestone:* Maximize use of cutting-edge technology to enhance public safety.

No suggestions or amendments were made. The Council believed that much progress was being made on this pillar and the milestone; however, there is a perception in some neighborhoods that they are not as safe as they were in the past.

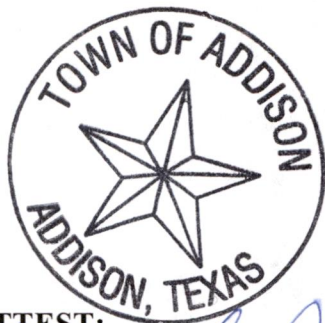
Pillar Seven: Optimize Addison Brand

- *Milestone:* Define and promote Addison Identity.

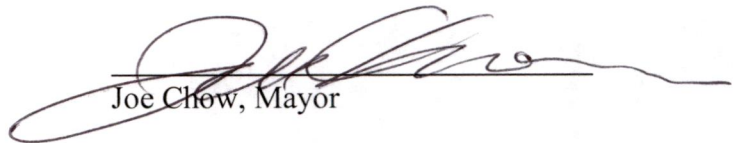
No suggestions or amendments were made. The Council believed that much progress was being made on this pillar and the milestone

Adjourn Meeting


There being no further business to come before the Council, Mayor Chow adjourned the meeting.



TOWN OF ADDISON, TEXAS


Joe Chow, Mayor

ATTEST:


Irma G. Parker, City Secretary