



City of Rowlett
Special Worksession Minutes
City Council Retreat

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City of Rowlett City Council meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at 972-412-6109 or write PO Box 99, Rowlett, Texas, 75030-0099, at least 48 hours in advance of the meeting.

Saturday, July 10, 2010	8:00 a.m. Saturday	Annex Conference Room
Sunday, July 11, 2010	8:00 a.m. Sunday	- 4004 Main Street

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item herein.

The City of Rowlett reserves the right to reconvene, recess or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment.

Present: Mayor Pro Tem Gottel, Deputy Mayor Pro Tem Jackson, Councilmember Phillips, Councilmember Davis, Councilmember Kilgore and Councilmember Gallops

Mayor Harper joined the group at noon

Saturday, July 10, 2010

1. CALL TO ORDER

Mayor Pro Tem Gottel called the meeting to order at 8:20 a.m.

2. WORKSESSION ITEMS

2A. Team Building Exercise.

City Manager Lynda Humble outlined the day's activities and introduced Ron Holifield of Strategic Government Resources. Mr. Holifield stated there are three important items for City Councilmembers to achieve:

- Adopting an annual budget (which is upcoming)
- Selecting a City Manager (this has been done)
- Team Building (this step forms a cohesiveness, that allows Councilmembers to better understand each other and their thinking process)

He explained that decisions made by Council today have fifty-year implications, so thinking long term is extremely important. Infrastructure is a prime example, the Council approving sewer and water lines fifty years ago were thinking about growth but nothing lasts forever and this

Council will probably be facing infrastructure decisions now that will have effects on future generations of Rowlett citizens.

Mr. Holifield then introduced Steve Calvert, also of Strategic Government Resources who proceeded with explanations of thinking and decision-making patterns of the Council.

2B. Discuss items which may be facing the City of Rowlett in the next 3 to 5 years.

Each Councilmember and the City Manager expressed their ideas of the items that will be facing Rowlett in the next 3 – 5 years, which were posted on the walls, they included the following:

- Shortage of quality economic development
- High property/utility rates relative to the Metroplex
- Issues with underground utilities
- Correctly planning for equipment replacement (IT, fleet, etc.)
- Alternative sources of revenue
- Thoroughfare planning
- Transportation oriented development
- Robertson Park

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- Preparation for Development
 - Infrastructure
 - Participation in Regional Issues
 - Amenities
 - City Operations – What do we provide? What are citizens' willingness to pay for?

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- Infrastructure
 - Economic Development
 - Transit-oriented development
 - Vision
 - Taxes/fees

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- Lack of vision
 - Funding continued maintenance of infrastructure
 - Funding economic development opportunity
 - Fund, generally "No more taxes" bias
 - Patience to hold out for quality development
 - Rising cost of services
 - Prioritization of spending

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- Economic development
 - Neighborhood revitalization
 - Infrastructure
 - Developing a "sense of community"

- Utility rates
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- Economic development
 - Financial stability
 - Taxes
 - Infrastructure
 - Planning for population growth
 - Regional issues transportation roads – affordable housing
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- Citizens issues with price sensitivity (high taxes, debt structure, H2O rates), provide “right” services with available resources
 - Rising cost of water
 - Balancing available money for infrastructure between existing needs vs “future” needs
 - Creating sustainable organization in “new normal”
 - Keeping employee morale up while managing “new normal” – reducing benefits, etc.; maintaining services while “bridging” gap
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- Transitioning Tax Base toward 40% Commercial, 60% Residential
- Updating the water-sewer-thoroughfare infrastructure
- Complete departmental reviews and implement change
- Five year financial forecast in balance
- Planning for city services driven by growth

Following discussion about common themes on each list, the group left for lunch.

Adjourn for lunch from 12:00 to 1:30 p.m. Reconvene at 1:30 p.m.

2C. Tour of Rowlett (by bus – to return to City Hall by 5:00 p.m.).

At 1:30 p.m., City Council and several staff loaded a bus to see various parts of the City. The bus tour of Rowlett was from 1:30 p.m. until 5:20 p.m. The tour route included several stops, some requiring discussion on the bus from staff members about what was being seen, others included getting off the bus and walking around to see problem areas and items that the average citizen does not get to view. The tour included the following:

- 1) Observing the greens from the bus at the Waterview Golf Course
- 2) Then to Community Park where the everyone got out and looked around
- 3) Looked at the asphalt repair on Misty Road
- 4) Water station was viewed at 9606 Merritt Road
- 5) Poor water drainage was discussed at the cul-de-sac on Larkin
- 6) Looked at manhole at Aspen

- 7) Proceeded to Herfurth Park, then Katy Park
- 8) Water tower was viewed at 5400 Gordon Smith
- 9) Viewed the intersection of Liberty Grove/Highway 66/Kirby Road
- 10) Circled the Community Centre and Wet Zone facilities
- 11) Proceeded past the park on C.A. Roan Road and viewed the building of the bridge to cross Lake Ray Hubbard for the PGBT project from Fuqua
- 12) Drove past Isaac Scruggs Park
- 13) Drove on several narrow streets and looked at alleys along the way
- 14) Stopped at Fire Station #2
- 15) Drove on several more narrow streets and looked at another manhole on Miami
- 16) Went to Scenic Park area and past the Mallard Reserve Lift Station
- 17) Returned to City Hall

3. ADJOURNMENT

Mayor Pro Tem Gottel adjourned the meeting at 5:20 p.m.

Sunday, July 11, 2010

Present: Mayor Harper, Mayor Pro Tem Gottel, Deputy Mayor Pro Tem Jackson, Councilmember Phillips, Councilmember Davis, Councilmember Kilgore and Councilmember Gallops

1. CALL TO ORDER

Mayor Harper called the meeting to order at 8:10 a.m.

2. WORKSESSION ITEMS

2A. Review Saturday's list of the Five Top Things Facing the City of Rowlett in the next 3 to 5 years.

Ron Holifield led the Council in discussion regarding the bus tour and how it relates to the items listed on Saturday. He also explained a development model using a triangle divided into four levels:

- Relational level (the broadest part of the triangle) is the basis (high quality customer service, day to day business)
- Operational level (taking care of business, where the hardest choices are made)
- Systems level (sustainability)
- Strategic level (top of the triangle) City Council and Manager are the strategic and systems level.

Following questions, a transformational leadership format was discussed along with the importance of good governing ranks highly with corporations when they are looking for areas to relocate.

Other items discussed were:

- State of the art (technology)
- Leaders in values to taxpayers
- Unique amenities
- Quality development
- Sense of community
- Community Pride
- Well run – management and governance
- Destination city
- Small town atmosphere
- Sustainability
- Citizen support
- Highest and best use of taxpayer's money
- Properly vetted

2B. Discuss items which may be facing the City of Rowlett in the next 3 to 5 years.

Council was requested to rank the listings by identifying the five they considered the most important items from the lists on the wall. The following list was created and should be reviewed annually:

- 1) Economic Development (transitioning tax base toward 40% commercial)
- 2) Infrastructure to include parks
- 3) Price sensitivity
- 4) Regionalism
- 5) Keeping employee morale up while managing new normal

Each item was discussed individually:

- 1) Economic Development
 - Unique amenities
 - Parks
 - Lake
 - Livability
 - Ambiance
 - High Quality
 - Preparation of Development
 - Comprehensive Plan
 - Form based

- Zoning Plan, etc.
 - TIF
- Branding
Sustainable

2) Infrastructure

- Ready for Economic Development
- Cash CIP
- Prioritization/grading
- Incremental implementation
- Realistic understanding of where we are

3) Price Sensitivity

- Economic Development expense for front-end expenses
- Return on investment context
- Educational components
- Debt sale strategies
- Next Bond Issue
- Alternative revenue sources
- Utility cost sensitivity as well

4) Regionalism

- Opportunity for cost sharing through cooperation
- Information flow and marketing of our role and influence
- Influence on regional plans
- Training for employees
- Connectivity

5) New Normal Balance/ Employee Morale/Reducing Benefits/Maintaining services while bridging the gap

- Citizen confidence in good stewardship
- Can we stop doing certain things
- Efficiency effectiveness
- Educate employees
- Think about business units

2C. Discuss Council's vision and focus for Rowlett in the next 5 years.

The validity of the vision statement was discussed. Currently, the statement reads, "A unique community where families enjoy life and feel at home." Consensus was reached that it is still an appropriate vision statement.

A sustainability PowerPoint production was presented to Council.

Also discussed was managing for unforeseen consequences. The definition of the "quality of life" was discussed. Consensus agreed that it is actually community (and economic development). It is imperative to have quality management. Keeping qualified people with competitive skill sets with the need for ideas to minimize turnover. The need to deal with uncertainty in the private sector as well as the public sector and that retirement plans will probably become more like private sector retirement plans as long as salaries remain comparable.

Other items of importance that were discussed:

- Upcoming legislative issues will be a high priority on the City's first quarter work plan.
- Wellness programs and strict continuing standards for fire and police officers were discussed.
- Better utilization of offered services and stop doing things that are not beneficial to the majority.

Adjourn for lunch from 11:30 to 12:30 p.m. Reconvene at 12:30 p.m.

2D. Discuss Budget Policy Issues.

Mayor Harper explained the budget guiding principles and how they were established. Staff requested Guiding Principles for 2010-2011. Also discussed were possible policy changes to consider technology device purchase allowances, which would be used to allow employees to buy the type of technology hardware they prefer as long as it is compatible with City software programs. Economic Development incentives were discussed. Council also requested that the Citizen Action Center (CAC) report be supplied to them.

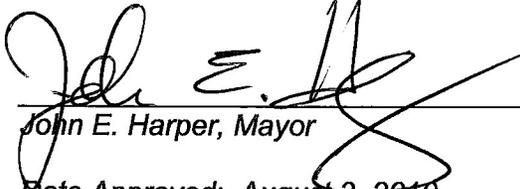
Next for discussion were possible items of interest for 2011:

- Recommend the 2nd year of stimulus funding
- RFQ for visioning (should include the North Texas 2050 visioning report)
- Economic Development – Scenic Point Park (Rockwall County residents)
- Traffic citations – motorcycle traffic unit should be reviewed
- Finance (implementation in 2012) and CAD software system (police) replacement (maintenance costs)
- Park emphasis (Scenic Point)
- Katy Park expectations athletic fields and playground equipment
- Consider one pocket park per year starting with Kenwood Heights with signage
- CERT budget should be reviewed
- Procedures for 501(3-c) organizations receiving funding (cost vs benefit)
- ROCK has been subsidized, what changes will occur due to the death of the founder, Judge Belinda Loveland
- Continuation of the special events
- Understand the budget needs for the teens

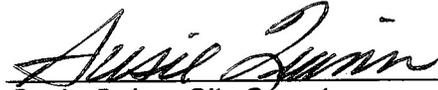
- Understand the budget needs for the seniors
- Community Service in lieu of fines

3. **ADJOURNMENT**

Mayor Harper adjourned the meeting at 3:55 p.m.



John E. Harper, Mayor
Date Approved: August 3, 2010



Susie Quinn, City Secretary