



**CITY COUNCIL PLANNING AND STRATEGY DEVELOPMENT
ANNEX CONFERENCE ROOM
4004 MAIN STREET
JULY 10-11, 2015**

MINUTES

**COUNCIL PLANNING AND STRATEGY DEVELOPMENT
FRIDAY, JULY 10, 2015:**

Gather & enjoy refreshments

Welcome & opening remarks

Mayor Gottel called the meeting to order at 8:22 a.m. and provided some opening remarks. Brian Funderburk, City Manager, provided some opening remarks and reviewed some of the discussion on items from last year's planning session. He reviewed the agenda for the two days.

It's all about that development

Staff reviewed known and planned development projects, private investment dollars, potential property tax dollars, economic benefits of the Bayside project along with clarification of what costs will be borne by the developer, the City, and reimbursable by the TIRZ. Staff also discussed the status of the Homestead at Liberty Grove, Terra Lago, and Harmony Hills projects.

Council discussion regarding opportunities and challenges this level of growth provides such as increased bonding capacity, enhanced community amenities, larger population for service, and additional traffic congestion. Mr. Funderburk discussed changes in taxable value and the existing infrastructure needs.

Council discussion regarding pavement infrastructure needs and other project needs, rental properties within Rowlett and a possible ordinance for an inspection program.

Break at 10:15 a.m. Reconvene at 10:22 a.m.

Sustainability and how it applies to Rowlett

Review of Realize Rowlett 2020 and framework for the future – the things that we are doing right: form-based code that ensures high quality development; more connected because of PGBT/DART; making Rowlett a community that is attractive to people at all stages of their lives; obtaining Bayside that will allow utilization of natural assets like never before; have a roadmap for a vibrant downtown. Then the things that still need work: poor

infrastructure in a number of neighborhoods (streets, alleys, drainage, utilities); lack diverse mobility options in most neighborhoods; and lack diverse business opportunities.

Discussion about barriers that may prevent Rowlett from being sustainable – lack of cash for economic development; inadequate infrastructure; resources; aging neighborhoods; utility franchises; lack of daytime population and brand recognition; and lack of activities for teenagers.

Discussion of how the acquisition of Bayside has changed the view on sustainability by providing an income stream to meet existing needs and provide new community amenities.

Break at 12:10 p.m. Reconvene at 12:33 p.m.

What are some of the long-term trade-offs to sustainability? (working lunch)

Council discussion regarding lowering tax rate versus becoming sustainable, could lowering the tax rate today mean an increase in the future, what impact could lowering the tax rate have on revenue from Bayside? Further discussion of tax rate, roll back requirements, and future bond capacity.

Break at 1:05 p.m. Reconvene at 1:16 p.m.

Discuss potential trade-offs for FY2016 & FY2017

Council discussed potential areas for budget allocations with a comparison of tax rates in Dallas County, reviewed last year's allocation of the two cents, and reviewed 4A/4B Economic Development allocations for neighboring cities.

Jim Proce, Assistant City Manager, discussed the neighborhood advocate program that was in place where he previously worked in Florida.

Council exercise to allocate unbudgeted funds.

Wrap-up & closing remarks

Mr. Funderburk and the Mayor thanked everyone for their participation and engaging conversation.

Adjourned at 3:42 p.m.

COUNCIL PLANNING AND STRATEGY DEVELOPMENT (AMENDED JULY 8, 2015 @ 8 A.M.) SATURDAY, JULY 11, 2015:

Gather & enjoy refreshments

Mayor Gottel called the meeting to order at 8:15 a.m. and thanked Council for the productive conversation the previous day.

Review status of FY2015 Work Plan

Mr. Funderburk reviewed all areas of the work plan including economic development, development services and the CDBG housing rehabilitation program and the recently implemented 500' courtesy notification for zoning cases, infrastructure and public works, parks and recreation and discussion of downtown event series, holiday parade event, and the potential for a post-mortem of events, arts and humanities and a possible increase for their funding. There was further discussion regarding a possible "Spirit of Rowlett" award that would recognize citizens for their service to our community. Also discussed two-year and long-term strategies.

Break at 10:00 a.m. Reconvene at 10:18 a.m.

What changes, additions or modifications do we need for the FY2016 & FY2017 Work Plans?

Discussed changes and list of possible additions as well as the purpose for boards and commissions.

Break at 12:03 p.m. Reconvene at 12:23 p.m.

Council governance (working lunch)

Laura Hallmark, City Secretary, led the discussion regarding the 2nd Tuesday Council work sessions and the reorganization of those topics to regular Council meetings. It was the consensus of Council to review those items as part of the regular 1st and 3rd Tuesday meetings and discontinue the 2nd Tuesday meetings. There was also acknowledgement that there may be a need for special meetings as items come forward.

Further discussion regarding Council travel, training, and registration funding and use. It was the consensus of Council to allocate funds for individual Councilmembers rather than one large sum. It was also agreed that members would brief the Council upon their return from an event.

Budget planning topics & strategies

Discussion regarding the utility fund and North Texas Municipal Water District, water rates, and utility fund capabilities and fund balance. There was review of departmental master plans and a schedule for their revision. Staff provided a 2015 bond update and reviewed the first round of rankings, the CIP ongoing process, and the five-year plan.

There was agreement to change "Cash CIP" to "Capital Maintenance" and reviewed pavement infrastructure needs, reviewed the pavement condition index (PCI) conditions, and other project needs.

There was a review of public safety needs, their social media exposure, and activity on the newly acquired section of Interstate 30.

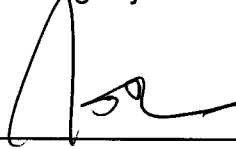
Discuss the scope of review for the Charter Review Commission.

Mr. Proce reviewed the items that had been previously discussed by Council and it was the consensus of Council to proceed with the scope as presented. The next step will be a joint meeting between the Council and the Charter Review Commission to kick off the process, appoint a Chair and Vice Chair, and outline the scope as set forth.

Wrap-up & closing remarks

Once again, the Mayor and Mr. Funderburk thanked staff for their hard work in putting all the information together to facilitate the discussions and for Council for their engaging discussions.

Meeting adjourned at 4:00 p.m.



Todd W. Gottel, Mayor



Laura Hallmark, City Secretary

Date Approved: August 4, 2015