

MINUTES
RICHARDSON CITY COUNCIL
SPECIAL COUNCIL GOALS MEETING
OCTOBER 13, 2015

COUNCIL GOALS RETREAT, LARGE CONFERENCE ROOM, CITY MANAGER'S
OFFICE 5:30 P.M.

• **Call to Order**

Mayor Voelker called the meeting to order at 5:55 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
Taylor Lough	Management Analyst

Consultant:
Rick Robinson, SDi

A. VISITORS

There were no visitors comments submitted.

B. REVIEW AND DISCUSS COUNCIL GOALS FOR THE 2015-2017 COUNCIL TERM

Mr. Johnson gave an introduction regarding the previous goals process. Consultant Rick Robinson gave a presentation reviewing the role of City Council, rules of engagement, vision, and goals.

Role of the City Council – Council reviewed this statement and determined to change the word “advocate” to “voice.”

The role of the Council is to develop a long-term vision for the City, to develop policies necessary to achieve the Vision, and to communicate with, seek input from, and be the advocate for, residents, businesses, and other stakeholders.

Rules of Engagement – Council reviewed but made no changes.

Vision – Council reviewed the Vision statement and determined to add “and globally” and “and the rest of the world” as noted below.

City of Richardson is a clean, safe, vibrant, and inclusive community in which residents and businesses enjoy a high quality of life and are proud to call “home”

*All of our stakeholders enjoy superior, responsive city services. Our accessibility, and the quality and variety of our amenities, recreation opportunities, green spaces, housing options, education opportunities, retail choices, and transportation options are locally, nationally, **and globally** recognized*

*We have a thriving, diverse business community whose success is supported by a superior infrastructure, access to a talented, well-educated, and engaged workforce, a business-friendly environment, and easy access to the North Texas region **and the rest of the world***

Goals – Council reviewed the goals and made the following changes:

- Financial Goal – To effectively and efficiently manage city resources while maintaining and enhancing city services.
- Eliminate – Enhance Governance
- Eliminate – Clearly articulate, enhance, and effectively communicate our Brand
- Eliminate – Wow Factor
- Reword - Appropriate use of technology and innovation
- Combine – Attract and retain targeted businesses and increase the number, quality and variety of job opportunities throughout the city
- Eliminate - Optimize / Cost Reduction; Reword - Effective and efficient management of city finances

Tactics – Council discussed the following potential tactics:

- Millennials / Baby Boomers / Generation X & Y – customize tactics to all four generations
- Establishing balance in benefits package
- Enhance assistance for small business – Chamber of Commerce
- Evaluate business associations for key redeveloping area
- Attract small business to key redeveloping areas
- Attract retail – other than restaurants
- Develop a brand and marketing plan
- Develop a philanthropy and sponsorship strategy
- Diversity initiative
- How to for small business
- Succession planning for city

ADJOURNMENT

With no further business, the meeting was adjourned at 9:40 p.m.


MAYOR

ATTEST:


CITY SECRETARY