

Irving City Council
Planning Retreat
June 15, 2007

The Irving City Council met in work session at the Dallas Marriott Las Colinas, Las Colinas Boulevard on June 13, 2007. the following members were present:

Mayor Herbert A. Gears

Council members
Beth Van Duyne
Allan E. Meagher
Rose Cannaday
Rick Stopfer
Sam Smith
Joe Philipp

Councilmen Lewis Patrick and Thomas D. Spink were not in attendance.

Mayor Pro Tem Smith called the meeting to order at noon.

1. Performance Measures Dashboard

Strategic Plan Manager Lynda Johnson presented the Pilots Works Program that staff will be utilizing to track their progress. She explained that this integrates the Strategic Plan and the departments Performance Measures. This tool will be used by Directors, Managers and Supervisors and Key Performance Indicators (KPI) will be identified for each goal.

This program will be the “central nervous system” for the organization.

The Council expressed interest in having access to this program that allows them to select the dashboard elements that matter most to each.

2. Vision, Mission, and Value Statements

After Council discussion of the options presented to them, the following statements were agreed upon:

VISION

Irving will be renowned for its beautifully diverse neighborhoods, vibrant economy, and recreational, cultural and educational opportunities.

MISSION

Deliver exceptional services and create a high quality of life for residents, visitors and businesses.

VALUES

- Serve by leading, lead by serving.
- Respect each other and our differences.
- Innovate with passion.
- Opportunities are limitless.

3. Communications

This was presented at the May 25, 2007 retreat and the Council did not have further comments at this time.

4. Resident Surveys

Strategic Plan Manager Lynda Johnson addressed the current survey results and advised the Council how they would be changing the method of conducting future surveys.

She reviewed the key findings of the survey and noted the significant increases and decreases in their opinions on City services.

The Council asked how a survey can be used to allow citizens to “create” new ideas, i.e., “what other services...?”

Councilman Smith asked how the staff utilizes the information from these surveys.

It was agreed that the questions asked must be formed so that we are asking about issues that the City can do something about. New questions will be prepared for future surveys.

It was agreed that you must look at the data that is collected in multiple ways, i.e., lowest ranking is code enforcement – 33% of the respondents said poor/very poor. However, 67% of the respondents are satisfied or better.

Broad citizen population should receive broad surveys, but surveys that are specific should go as frequently as possible to those specific service “users.” Understand the reality of perception. Recognize that what/how you ask weighs on these.

It was suggested that surveys be conducted at Town Hall meetings, even though this survey will not be statistically valid for the community they will be statistically valid for those who chose to attend. The Council agreed that Town Hall Meetings are a valuable tool to get input from the citizens.

The Council also directed staff to use the web site to its fullest extent to get information from the citizens.

5. 2007-08 Proposed Budget Outlook

- A. Public safety Initiatives - The Council agreed that the presentation at the May 25, 2007 retreat was adequate and there was no need to discuss.
- B. The Council agreed that this will not be discussed at this time.
- C. Code Enforcement

Chief Code Enforcement Officer Teresa Adrian presented an overview of their projects with the emphasis on (1) Enhanced Multi-family Property Oversight and (2) Commercial/Retail Oversight

Ms. Adrian stated that aggressive tactics focused on the level four multi-family complexes. The Council asked for talking points on this issue. The Council also requested a list of these apartment complexes and their location along with an action plan on each property and a timeline. Additional information that would be helpful would be bullet points that identify the multi-departmental approach, and what each of the departments brings to the table in these situations.

Managing Director David Leininger reported on the meeting he and Director of Inspections Gary Miller had with representatives from the Apartment Association. He stated that the association agreed that the tier four multi-family housing is not the area of their greatest concern.

Councilman Philipp requested a summary report of tickets issued by Code Enforcement and their process through the courts dealing with multi-family violations.

There followed a lengthy discussion of strategies to rid the City of tier four multi-family housing.

Staff advised that it is important to get the Apartment Association on board with the City's goals, and we need to look for joint opportunities to share in positive public relations, positive investment strategies, etc.

Staff also noted that there will be very real human impact in all of these situations as the City deals with the relocation of families.

The Council asked that the Articles of Incorporation of the Housing Finance Corporation be reviewed as to what role it can play in the relocation of families, and the proposed Action Plan for the Housing and Human Services Department should also be looked at for multi-family housing funding opportunities.

The Council asked that a Code Enforcement Case Progression Model be developed and placed on the website. This needs to be in terms that the general public can understand.

The Council agreed that the City needs to make the most of these teardowns from a publicity standpoint, but only when the human impact issues are resolved. Make sure the media knows when/how/why these are coming down. Get someone in here from Crime Prevention Council, apartment association, others to make a visible, active stand.

D. Strategic Redevelopment

1. Irving Boulevard Corridor Enhancement - Acting City Attorney Advised that staff is looking at implementing Chapter 214 of the Local Government Code to demolish vacant commercial buildings that are unsafe.
2. Corridor Enhancement Demonstration Project - Staff advised that Shady Grove at MacArthur Boulevard will be the first project.
3. Plymouth Park Shopping Center – No directions were noted by Council on this project.
4. Olde Towne – No directions were noted by Council on this project.

6. Strategic Plan Update

Goal 6 – Promote Effective Communication Among All Members of the Community

The Council reinforced the discussion held at the May 25th retreat and asked how the Council can play a better role in getting the word out. Talking points were again emphasized for the Council's use.

Managing Director David Leininger will look into a revenue enhancement strategy.

Goal 7 – Promote Excellence in Irving's Cultural, Recreational and Educational Environments

The Council agreed that the City should continue to emphasize partnerships with the school districts on all projects.

The Council asked that the City emphasize Xeriscaping, and create an example here in the City.

Goal 8 – Set the Standard for Sound Governance, Fiscal Management and Sustainability

The Council asked that staff determine if federal funds are available to use for multi-family relocation costs.

Goal 9 – Enhance and Sustain Irving's Infrastructure Network

The Council requested that the lifespan of the landfill be added to this goal.

Goal 10 – Become a Successful Environmentally Sustainable Community

The council agreed that the city should follow the lead of other cities in creating a water conservation education program and look at financial incentives for citizens to participate in the program.

There being no further discussion, the meeting adjourned at 3:15 p.m.

Herbert A. Gears
Mayor

Janice Carroll
City Secretary