

**SPECIAL MEETING OF THE IRVING CITY COUNCIL
FINAL MEETING MINUTES
July 20, 2010**

The Irving City Council met in special session in the Central Library Auditorium on July 20, 2010. The following members were present / absent:

Attendee Name	Organization	Title	Status	Arrived
Herbert Gears	Irving City Council	Mayor	Present	
Allan Meagher	Irving City Council	Councilman	Present	
Lewis Patrick	Irving City Council	Councilman	Present	
Rick Stopfer	Irving City Council	Councilman	Present	
Gerald Farris	Irving City Council	Councilman	Present	
Joe Philipp	Irving City Council	Councilman	Present	
Rose Cannaday	Irving City Council	Councilwoman	Absent	
Roy Santoscoy	Irving City Council	Councilman	Present	
Mike Gallaway	Irving City Council	Councilman	Present	

Mayor Herbert Gears called the meeting to order at 8:15 a.m.

DISCUSSION TOPIC

1 Strategic Plan Key Focus Area Update

Tommy Gonzalez, City Manager, made introductory statements as to the purpose of this planning retreat. Primarily this is to confirm the ten goals; obtain consensus from the Council on Key Focus Areas; and obtain consensus from the Council on additional strategies and actions.

Susan Rose, Community Outreach Manager, provided results achieved through the Strategic Plan. Weekly presentations are provided to the leadership team, there are twice monthly updates through the operations report and the reports are included within the budget document and year-end strategic plan. Key Focus areas with some highlights from each are listed below:

Key Focus Area: Corridor Enhancement

- 55% found appearance of the city as good or excellent.
- Project at the corner of MacArthur and Shady Grove has been completed
- Six gateway features are completed
- MacArthur Beautification Project, South Belt Line Road and South MacArthur median improvements are complete
- Adopted Standard for Transit Oriented Developments
- Established standards for aesthetic enhancements
- Completed 2008 comprehensive plan
- Developed plan to transform signage on SH 183 and completed Irving Blvd study

Key Focus Area: Code Enforcement

- 28% increase in resident survey since 2006
- Enhanced Garage Sale enforcement
- Amended carport regulations

- Corrected 96% of code violations voluntarily
- Reduced parking enforcement cycle time from 14 to 21 days
- Passed news rack ordinance
- Achieved full compliance from tire shops
- Adopted vacant building ordinance
- Passed dumpster ordinance
- Enforcement of window signage, banner and pennant regulations
- Amended convent store design guidelines
- Aligned and cross trained code enforcement with police
- Collaboration with code enforcement and HHS

Key Focus Area: Neighborhood Improvements

- New and re-established neighborhood associations
- Neighborhood enhancement program
- 66% of residents found this program as good, an increase from 2006

Key Focus Area: Non-Compliant Apartments

- Closed 29 complexes
- Demolished 21 properties
- Reduced timelines of start of case to demolition by 45 days
- Inspected and rated 500 properties
- Improved risk rating in 15 level four complexes
- Reduced multi family complaints by 40%

Key Focus Area: Economic Development Initiatives

- Scheduled to open Convention Center
- Entertainment Venue
- Water Street
- Texas Stadium Implosion for redevelopment
- Heritage Crossing
- Irving Boulevard Redevelopment
- Irving Economic Development Partnership
- Opened Business Resource Center at North Lake college Irving South campus
- DART Orange Line/BNSF

Key Focus Area: Public Safety

- Lowest Crime Rate for Irving attained within the last 3 years
- Recognized as the most improved animal shelter in the state
- Recognized cardiac unit
- Improved EMS response time by 11%
- Adopted tethering ordinance

Key Focus Area: Communications/Customer Service

- City Spectrum
- Automated ICTN to allow for 24/7 programming
- New logo and logo implementation
- Implemented e-commerce applications
- Launched interactive TV web site
- Deployed social media - YouTube, Facebook, Twitter
- Paperless agenda system
- City Operations Update

Key Focus Area: Capital Improvement Projects

- West Irving Aquatics Center
- Animal Care Campus
- Dog Park
- Miracle League Field and Accessible Playground
- Tim Markwood Park
- Lively Pointe Youth Center
- Cimarron Aquatic Center
- Valley Ranch Library
- Lively Pointe Skate Park
- West Irving Library is under construction

Council agreed with the Key Focus Areas presented.

Lynda Johnson, Chief Performance Officer, provided an overview of the proposed Strategic Plan for the 2010-11 fiscal year. She identified the Key Focus Areas as: Corridor Enhancements (O'Connor, MacArthur and Irving Boulevard), Code Enforcement, Neighborhood Improvements, Non-Compliant Apartments, Economic Development Initiatives, Public Safety, Communications/Customer Service and Capital Improvement Projects.

Councilman Stopfer suggested that the Convention Center Hotel be listed as a Key Focus Area as well.

2 Receive Input on Proposed FY 2010-11 Strategic Plan

Councilman Gallaway addressed the following areas:

2.1.1.4 Staff Training - He would like to add "consistency" to the desired outcome.

4.1.1.3 Conduct bi-monthly Comstat meetings to monitor crime trends and implement reduction strategies - Councilman Gallaway asked if Comstat was proactive or reactive. Staff indicated it was proactive.

Councilman Gallaway also indicated he is interested in utilizing the neighborhood associations to ensure that we are getting the word out about events, activities, etc. going on throughout the City.

Councilman Stopfer would like staff to be specific as the City moves down the path of enhancements, what the precise reasons are for the a specific enhancement and why it is being done in one area over another. Additionally, that the citizens have an understanding of how the improvements effect the City's debt service. Finally, that highlights, such as the new ADA compliant aquatics center, be readily publicized since that is such a beneficial facility.

Councilman Santoscoy emphasized the continued need for strength in communication as it pertains to services provided, changed, enhanced or adjusted. Additionally, there was a strong desire to continue collaboration with the school districts.

Councilman Meagher expressed an interest in a neighborhood park for residents of areas such as Northwest Park since there are not large facilities in the immediate area. He also asked if a path or trail can be incorporated along the drainage ditch that runs through Northwest Park.

Councilman Farris asked if the City was handcuffed in any way, legislatively or other, to deal with certain code enforcement issues that make residents' lives more difficult. Staff indicated that there is a balancing act to what is done and what is implemented. There is about 96% voluntary compliance with code issues; however, there will be challenges and some ordinances that residents are more reluctant to comply with. The City does have the Council support and staff support necessary to succeed with code compliance.

A discussion was held regarding the Irving Mall. Mayor Gears explained that many efforts have occurred to work with the mall, help the property owners see the new trends in retail and entertain ideas on how to move forward with becoming a more modern mall. The City has implemented small retail incentives which have helped businesses such as Los Lupes. It was noted that although interior improvements were down a few years ago, the property owners have confirmed that no future capital improvement investments will be made.

Councilman Stopfer noted that DFW Airport has significant retail plans for it's southside, which would impact current mall traffic coming from the airport.

Mayor Gears welcomed Council participation in lobbying the mall property owners to modernize the property to increase retail sales in the area.

Councilman Philipp thanked the department directors who facilitate leadership and help make all of the positive progress occur. Customer-oriented perspective is extremely important and staff has been readily available to the residents which has served the city well.

Councilman Philipp indicated there were three focus areas that he would like to see made priorities, which include:

- Irving Boulevard Redevelopment and Heritage Crossing Redevelopment
- A Housing Redevelopment Strategy
- Water acquisition - a water strategy

Mayor Gears complimented the City for the work attained in all areas. He focused on the following:

- Underutilized areas/assets, such as Trinity View Park baseball fields, Lake Carolyn, Studios of Las Colinas, Campion Trails, ICTN, and Williams Square have been well attended to for enhancements and assistance.
- Additional notable accomplishments include the Senior Center Services Committee that will help with ideas for a new Senior Center.
- Mayor Gears would like to see a list of the companies that could be rolling out of the Urban Center and would like to see the City becoming very competitive and anticipating the large leases that are coming due in the near future.
- On the school district front, Mayor Gears is interested in facilitating afterschool programs as well as looking at the YMCA for a potential renovation to assist with some of these children's programs.
- Advocates for homeless teens will continue to be working to assist those in Irving that need those resources.
- Motor Cross that Councilman Meagher has discussed in the past is worth looking into.
- Maximize the opportunity with the Genghis Khan exhibit and ensure that it is well publicized.

The meeting was adjourned at 11:03 a.m.

Herbert A. Gears, Mayor

ATTEST:

Shanae Jennings, TRMC
Acting City Secretary