

**IRVING CITY COUNCIL  
WORK SESSION  
STRATEGIC PLANNING SESSION  
FRIDAY, MARCH 2, 2012  
8:30 AM**

Greater Irving/Las Colinas Chamber of Commerce – 5201 N. O'Connor Rd, Suite 100, Irving, TX 75039

**This meeting can be adjourned and reconvened, if necessary, within 24 hours on the following day in the First Floor City Council Conference Room.**

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Executive Breakfast (8:00 a. m. - 8:30 a. m.)

Mayor Van Duyne convened the meeting at approximately 8:30 a.m.

Councilman Webb was absent at this meeting.

**DISCUSSION TOPIC**

1. Receive Input on Proposed FY 2012-13 Strategic Plan

Nancy Bartlett with Bartlett Alliance facilitated the Strategic Planning Session. The goal is to build a strategic plan into the future up through 2017. Staff held two planning sessions prior to today's strategic planning session and prioritized what they felt were important. Council added to the priorities which they felt were important and also indicated what they felt was relevant that staff had pointed out.

Ms. Bartlett showed Everest and asked the council what their thoughts on the video were:

- 1) Teamwork
- 2) Ego's get in the way
- 3) Transcend normal train of thought to go beyond what you would normally think you can do
- 4) It isn't just about getting to the top, it is about many things
- 5) Leadership is about trust, respect, and allowing everyone to contribute
- 6) There is a vision and sometimes visions require compromise
- 7) Leadership can come from anywhere
- 8) Even the blind can be led to the top
- 9) To be a leader is not about judgment of others but about judgment of oneself
- 10) Focus on what you can do versus focusing on what you can't

Economic Development:

- 1) DART
- 2) TOD's – Create visions for the urban centers
- 3) Corridor Retail Development
- 4) Clear Communication about visions but depict realistically how long the plan will take (ex. Heritage, will happen but it will take years to occur)
- 5) Have a signature balance of development, such as corridor redevelopment, neighborhood redevelopment, big projects, etc.

- 6) Push for higher quality that will last instead of just trying to get something down on the ground, such as good neighborhood development and quality retail development, which includes both new development and redevelopment
- 7) Irving is known as a good business community and not a good neighborhood community; strive to improve on the good neighborhood community aspect

Land Use:

- 1) Bicycle Trail
- 2) Density issues, make sure there are more places to walk, green space, etc.
- 3) Undergrounding utilities
- 4) Areas for schools/reuse of old buildings for schools
- 5) Reduce car clutter issues along corridors
- 6) Bring parks out into the neighborhood to ensure they are utilized, particularly by making bicycle and walking paths
- 7) Enhance corridor at Walnut Hill and MacArthur to create somewhat of a business park

Infrastructure:

- 1) Distinguish our neighborhoods and parks through development
- 2) Sidewalks being included when street construction is developed

Environmentally Sustainable Community:

- 1) Council was pleased with the priority items presented by staff and noted their preferences from the list

Vibrant Neighborhoods:

- 1) Create formally organized efforts of social services groups
- 2) Develop a new YMCA campus
- 3) Development of a Housing Authority
- 4) Higher standards for new apartment developments

Safe and Secure City:

- 1) Be on the leading edge of technology to tighten safety in driving
- 2) Cross train Code Enforcement and Animal Services as it pertains to training workers to recognize fence requirements so that animals don't get under a fence and at large

Cultural, Recreational and Educational Environments:

- 1) Focus on Twin Wells Golf Course

Diversity:

- 1) The suggestion was made to change the word diversity to unity to show unification.
- 2) Continue to partner with events such as the Dragon Festival, multi-cultural parades, festivals to the urban center, etc.

Sound Governance:

Audit and Finance Committee (areas of focus):

- 1) Manage tax rates to meet General Fund and I&S commitments

- 2) Capital Investment Program needs versus wants
- 3) Internal and External audit accountability outcomes
- 4) Managing consultant contracts for performance results
- 5) Incentives for economic development
  
- 6) Ethics Committee and a new ethics policy

Effective Communication:

- 1) Council was pleased with the priority items presented by staff and noted their preferences from the list

The meeting adjourned at approximately 2:45 p.m.

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Beth Van Duyne, Mayor

ATTEST:

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Shanae Jennings, TRMC  
City Secretary