

Town Council Strategic Planning Retreat



July 18, 2024
Midwestern State University
Lecture Hall Rm #229 (2nd floor)
100 Parker Square
Flower Mound, TX 75028

9:00 a.m. - 4:00 p.m.

MINUTES

A. CALL TO ORDER

Administrative Note: The meeting location was moved from room 229 to 138 due to space needs. A sign was posted on the door of room 229 to alert the public of this change.

Mayor Moore called the strategic planning retreat to order at 9:09 a.m.

with the following members in attendance:

Cheryl Moore, Mayor
Ann Martin, Mayor Pro Tem
Adam Schiestel, Deputy Mayor Pro Tem
Chris Drew, Place 2
Brian Taylor, Place 3
Janvier Werner, Place 4

constituting a quorum with the following members of the Town Staff participating for all or some of the topics :

Theresa Scott, Town Secretary
James W. Childers, Town Manager
Tommy Dalton, Assistant Town Manager
Tiffany Bruce, Assistant Town Manager/Town Engineer
Lexin Murphy, Director of Development Services
John Zagurski, Chief Financial Officer
Bob Pegg, Assistant Director of Engineering
Matt Hotelling, Assistant Director of Public Works and Transportation
Ray Wilson, Director of Economic Development
Lexin Murphy, Director of Planning Services
Rachel Hadidi, Director of Library Services
Wendell Mitchell, Assistant Police Chief
Chuck Jennings, Director of Parks & Recreation
David Coulan, Police Chief
Jose Mendez, Director of Information Technology

Paul Henley, Fire Chief
Lynda Bolitho, Director of Human Resources
Meg Jakubik, Director of Budget Services
Melissa Demmitt, Director of Communications
Leslie Carillo, Senior Executive Assistant
Clay Riggs, Director of Public Works
Matt Woods, Director of Environmental Services
Blake Manuel, Management Analysis
Sarah Luxton, Senior Management Analysis
JP Walton, Chief Strategic Officer

with the following consultants participating for two of the topics:
Jon Roberts and Victoria Wilson, TIP Strategies (Economic Development Strategies)
Brandi Bird, Bird Advocacy and Consulting (Legislative Priorities)

B. PUBLIC COMMENT

The purpose of this item is to allow the public an opportunity to address the Town Council regarding any item on this agenda that is not a "Public Hearing." Issues regarding daily operational or administrative matters should first be dealt with by calling Town Hall at 972.874.6000 during business hours.

In accordance with the Texas Open Meetings Act, the Town Council is restricted from discussing or acting on items not listed on the agenda.

To speak to Council during public comment, please fill out a [comment form \(PDF\)](#).

- Speakers are limited to 3 minutes, a tone will sound at 30 seconds left and when time has expired, and times may be adjusted by the mayor
- Speakers must address their comments to the Town Council
- Please state your name and address when speaking

No one spoke.

C. ITEM(S)

1. Discussion of the Town's Strategic Plan including objectives, action items, targets, and performance for the goals of:

Mr. Walton provided an overview of the objectives, action items, targets, and performance measures for the town goals as part of the strategic plan and as identified below. The Council discussed these same topics.

- a. Protect and Expand the Town's Tree Canopy
- b. Increase Open Space, Parkland, and Recreational Opportunities
- c. Adopt a Comprehensive and Strategic Economic Development Plan
- d. Implement Innovation Traffic Solutions

- e. Adopt a Future Facilities Strategy
- f. Adopt a Long-Range Financial Strategy
- g. Recruit and Retain High-Quality Staff
- h. Maintain Operational Continuity and Resiliency
- i. Promote Transparency and Public Engagement

2. And including discussions involving:

- a. Overview of the Strategic Plan
- b. Economic Development
- c. Legislative Priorities
- d. Infrastructure and Future Capital Improvement Projects
- e. Long-Range Financial Strategy (including a discussion on bonds)
- f. Cyber Security
- g. Public Feedback from Flomo Convos
- h. Survey results from Council and Staff
- i. Public Safety

D. ADJOURN

Administrative Note: Based on Council input during the strategic planning retreat, an update to the Town's Strategic Plan will be presented for Council adoption at a future meeting.

Mayor Moore adjourned the strategic planning retreat at 4:11 p.m.

TOWN OF FLOWER MOUND, TEXAS



CHERYL MOORE, MAYOR

ATTEST:



THERESA SCOTT, TOWN SECRETARY