City of Farmers Branch

Meeting Minutes

City Council

CITY COUNCIL AND CITY STAFF STRATEGIC PLAN RETREAT 2020

Wednesday, February 19, 2020 8:00 AM Fire Station - Administration

Fire Station - Administration Bldg.
13333 Hutton Drive
Farmers Branch, TX 75234

Presiding: 1 - Mayor Robert Dye

Present: 5 - Mayor Pro Tem John Norwood, Council Member Bronson Blackson, Council Member Mike Bomgardner, Deputy Mayor Pro Tem Terry Lynne and Council Member Cristal Retana

Staff: 17 - City Manager Charles Cox, Deputy City Manager John Land, Assistant City Manager Benjamin Williamson, City Secretary Amy Piukana, City Attorney Peter G. Smith, Police Chief David Hale, Fire Chief Steve Parker, Director of Human Resources Brian Beasley, Director of Public Works Marc Bentley, Director of Sustainability & Health Shane Davis, Director of Planning & Zoning AICP Tina M. Firgens, Director of Economic Development Allison Cook, Director of Library Denise Wallace, Building Official Hugh Pender, Director of Information Services Mark Samuels, Director of Communications Tom Bryson and Director of Fleet & Facilities Kevin Muenchow

A. ARRIVAL AT 8:15 A.M. - BREAKFAST

B. CALL TO ORDER

B.1 20-51 Mayor Dye called the meeting to order at 8:46 a.m.

Introduction and Review of Start with Why

Assistant City Manager Ben Williamson opened the meeting noting the goal is to identify what we are trying to accomplish and why. He reviewed 2019 Critical Business Outcomes and provided a list to complete for 2020 Critical Business Outcomes.

Mayor Dye asked City Council to reflect on why we run for Council. He asked City Council to identify long term and future goals of where we are going and what we will be. He explained first you start with the purpose (the why), review objectives, and identify (what) is the end game. Mayor Dye explained there are many impacts to Cities and explained many developments are occurring in Farmers Branch with Mustang Station, Public Art, and our Signature Parks to name a few. He stated our parks bring our community together. Mayor Dye expressed gratitude to City Staff for all their hard work.
Each Council Member stated their Why.

Mayor Dye noted this is his hometown and he is thankful to serve and build the future of Farmers Branch.

Council Member Retana explained this is her hometown, and she expressed gratitude for being a part of moving Farmers Branch forward and asked that while we continue with innovation, never let Farmers Branch lose its unique character.

Council Member Blackson explained he always puts service above self, noting this is his hometown, his business is located here, and his family is here. He feels blessed to be a part of the future of Farmers Branch.

Mayor Pro Tem Norwood stated his vision of Farmers Branch is a place where people can grow thrive and grow. He further stated Creeks were top priority and repairs have been made. He feels more infrastructure and restaurants would be great for our residents and he wants to bring residents together and unify with high quality affordable housing.

Council Member Lynne explained this has been his residence for the past 23 years. He noted taxes are on the rise and his goal is to be an advocate for the taxpayer. He wants to concentrate on the Landfill, see a more viable recycling programs, a mulch operation, and funds to improve housing. He stated he also wants to be an advocate for our seniors.

Council Member Bomgardner stated his faith drives him, he wants to see the City move forward and maintain our infrastructure.

**B.2 20-67**

**Review 2020 Critical Business Outcomes**

Mr. Williamson provided an overview of this item. He noted the City Council identifies Critical Business Outcomes (CBO) that staff will focus on. He explained CBOs are short term and considered one to three-year priorities. He further stated the CBOs lead to development of strategic initiatives that become part of the operating budget and the foundation for the Strategic Plan.

Mr. Williamson reviewed the FY 2020 City Council identified CBOs.

- CBO1 - Implement a vision for the central corridor and encourage redevelopment of the East Side.
- CBO2 - Improve options for quality, senior-centric housing.
- CBO3 - Utilize data-driven processes for making resource allocation decisions.
- CBO4 - Deliver exceptional service to our residents, businesses, and other stakeholders.
- CBO5 - Enhance our streetscape.
- CBO6 - Implement a solution for improving creeks.
- CBO7 - Plan for, build, and maintain high quality public assets.
- CBO8 - Support the Station Area development.
- CBO9 - Develop a mechanism to end child homelessness.
- CBO10 - Identify a pathway for sustainability initiatives.

Mr. Williamson reviewed the Farmers Branch Strategy Map.
Council Member Lynne requested an update on the Inwood Project (tax rebate & incentives). Mayor Dye suggested having a future Executive Session item at a future meeting.

Mr. Williamson asked the Council to review the 2020 CBO list to identify any items that can be removed.

The City Council recessed for a break at 10:05 a.m. and Mayor Pro Tem Norwood (Mayor Dye excused himself briefly) reconvened the meeting at 10:11 a.m.

**B.3 20-53**

**Discuss the Station Area Master Plan vision, walkability objectives and potential development partnerships**

Director of Planning and Zoning Tina Firlens provided an update on the Station Area. Ms. Firlens explained it’s important to reaffirm the City Council’s development goals for the Station Area, she reviewed the following three focus areas:

1) Discuss and reaffirm City Council’s vision for an urban village within the Station Area
2) Discuss key factors and necessary required elements that influence walkable communities, and how walkability can be achieved within the Station Area over time
3) Review and discuss the Station Area Request for Qualifications (RFQ) responses received, and develop a short-list of candidates that have a proven track record of constructing successful urban development projects consistent with Council’s vision for the Station Area

The City Council discussed current vision, mixed use, walkability and accessibility to Bee Street and Valley View, density and the need for flexibility for the right project.

Director of Sustainability and Public Health Shane Davis reviewed walkability and shared paths for bicyclists, pedestrians, another non-motorized forms of transportation. He reviewed the Station Area form-based code. Ms. Firlens assisted with the presentation noting we can influence our own success by maintaining the urban village vision and choosing the right partner for the City owned land.

Mayor Dye suggested moving forward and Council will review the recommendations.

Deputy City Manager John Land suggested slowing down a portion of the area from Denton Drive to Dennis Lane temporarily to see how the traffic flow would work. He noted slower traffic would allow more walkability in the Station Area.

Economic Development Director Allison Cook briefed City Council regarding the responses received from Mustang Station District Request for Qualifications (RFQ). She stated the City needs to identify the right development partner for the Station Area and candidates need to have a proven track record of constructing successful urban development projects.

Mayor Dye recommended Council Member Retana and Mayor Pro Tem Norwood review the RFQs since these are located within their Council Districts.

Mayor Dye recessed the meeting at 12:00 p.m. and reconvened at 12:15 p.m.
B.4 20-55  
Discuss TIF Extension & Arts Funding Mechanism

Deputy City Manager John Land briefed City Council regarding this item. Mr. Land explained with TIF No. 2 terminating December 31, 2020 the Public Art and Culture Committee is proposing to create a Cultural Arts District in Farmers Branch. Mr. Land reviewed a PowerPoint presentation identifying key features that make a great place. (Sociability, Activities, Comfort & Image, Accessibility and Linkage) He presented the Beating Heart of Art which identifies (Firehouse Theatre, The Grove, Star Center, City Hall, Rose Garden and Historical Park) as the proposed Arts & Culture District.

Director of Finance Sherrelle Evans Jones briefed City Council regarding TIF extension and art funding mechanisms. She reviewed the following options: (1) TIF No. 2 Option - To extend with the City being the sole participant (cash at 12/31/19 = $1.46M); (2) Hotel Motel Fund - using a portion of the fund for event barn and utilizing a percentage of HOT fund for ongoing maintenance and improvement of art project (About $50K annually with cash at 12/31/19 $1.7M); (3) Private Donations - Seek In Kind donations of art to rotate in for display and creating a separate 501(C)(3) similar to Klyde Warren Park Model; (4) Grants - require the organization to have existing matching funds and the TX Commission of ART grant process is about 2 years; (5) Sponsorships - Consider sponsorship opportunities for local businesses, naming could be done annually or last 5 years for larger art.

The City Council discussed time frame and funding options and if funds could be utilized to better an area. The Mayor provided an example of Starbucks could have buried power lines to help beautify the area. Mayor Dye stated he would support TIF No. 2 monies being spent for betterments, infrastructure, and trails.

The City Council discussed the process of extending the TIF. City Manager Charles Cox explained there are pockets of monies that could be used as a funding source for improvements, noting you have many projects to consider. (Parks, Library, Art & Culture, and relocating poles underground).

B.5 20-58  
Discuss and receive an update on Non-Bond CIP Infrastructure Improvement Account

The City Council received an update on the non-bond CIP Infrastructure Improvement Account.

C.  
LUNCH BREAK

C.1 20-109  
Receive an update on the Signature Park project

Deputy City Manager John Land briefed City Council regarding this item. Mr. Land provided background noting in August 2019 the City Council initially discussed the option for a signature park. He stated three options were requested ranging between $1M, $3M and $5M. Mr. Land reviewed Kompan noting this is the company selected due to their quality and unique custom design.

Mr. Land provided Renderings of a (Night Park) and reviewed the "Why". He noted case study indicates with Klyde Warren Park have opened a $2.5 billion economic impact as of October, 2019 and stated with this investment it could have similar impacts in Farmers Branch.

The City Council discussed park locations, nearby residential properties, height, playground ADA options and funding.
Mayor Pro Tem Norwood stated he supports exploring these options further.

Council Member Retana suggested more seating and canopy areas be added for larger group gatherings.

Deputy City Manager John Land explained the Council could utilize TIF funds to assist with the project.

Council Member Bomgardner stated he prefers to wait and see sales tax impact results.

C.2 20-124

Receive update on Farmers Branch Community Recreation Center Renovation Plans

Parks and Recreation Superintendent Rachael Arroyo briefed City Council on the proposed Recreation Center upgrade options. She explained in August 2019 the City Council discussed an option to make upgrades and seek public input which was carried out in January 2019. Citizen feedback was provided, subcommittees were formed and new designs have been created. She reviewed pricing based on the first-floor interior, second floor interior, exterior upgrade, and fitness equipment. Ms. Arroyo explained the first-floor estimated cost was $1,925,000, second floor interior $575,000, exterior $710,000, fitness equipment $400,000 with a total cost of $3,610,000 for the entire project.

The City Council discussed building closure for remodels, phased approach, and competitive gym pricing and membership fees.

Ms. Arroyo stated the goal is not to increase fees but offer more amenities to residents which may result in fee increases. She stated feedback from users and Council guidance would be considered prior to any fee increase. She noted this project could be done in phases.

C.3 20-56

Discuss and receive an update on Landfill Operations and Longevity

Director of Sustainability and Public Health Shane Davis briefed City Council. He provided an overview of the future of Camelot Landfill noting recent changes in the market have resulted in additional waste volume from the temporary closure of Lewisville Landfill and have changed the lifespan expectancy of Camelot Landfill.

Mr. Davis reviewed the types of waste received at the Landfill noting his goal is to compact as much waste material into each permitted cubic yard as possible. He reviewed the financial assurance required noting the City must pay for the required closure and post closure and any corrective action activities that might be necessary.

He further stated at closure the city must follow air space requirements, post closure monitoring and maintenance which includes monitoring groundwater and landfill gas wells for 30 years from site closure. Mr. Davis reviewed the expansion approved by TCEQ in 2017 noting the 2019 dollars are at $34,054,671 for closure, post closure and corrective action and have been adjusted annually for inflation. He noted many changes have affected the landfill such as the DFW landfill closure. He reviewed annual increase in tons disposed, tip fees, solid waste inflation and post closure inflation factors. He stated based on all projections the life of the site is 2044 with a net revenue estimated at $58,000,000.

The City Council discussed mulching, brush and bulk separation for other cities and zero waste ideas for the future. The consensus from Council was to move forward with the 4th contract amendment to maximize the life of Camelot Landfill and add mulching at zero cost to the City.
C.4 20-57  
Discuss and receive an update on Employee Compensation Study Parameters  
City Manager Charles Cox briefed City Council regarding this item. He noted a third-party Compensation Study is conducted every 5 years.

The City Council discussed comparison with the five cities closest to Farmers Branch and ways to be more sustainable with compensation for Police and Fire.

Council Member Bomgardner suggested looking at the last five years to see how compensation has affected the general fund and perhaps basing compensation a percentage of the amount.

After discussion, Mayor Pro Tem Norwood suggested waiting one more year to see the data from the compensation study and then identify the best plan of action for the future. Mr. Williamson added that a strategic plan could set the scope for all long-term plans to implement a harmony and familiarity across all planning efforts. This process takes at least 18 months.

C.5 20-68  
Discuss a 2030 Plan  
Mr. Cox stated explained a link was set from the APA website which provides examples of recent award-winning comprehensive plans. He asked City Council what they want to see in the future of Farmers Branch.

Mayor Dye stated he supports a comprehensive plan with the east side, west side, vision study and parks all blending together into one plan. He stated this plan could be reevaluated in 10 years.

Deputy Mayor Pro Tem Lynne stated we need to look at growth and how it affects staff, Police and Fire and our Capital expenses.

Council Member Retana stated she supports a Comprehensive Plan and stated the Boards & Commissions could spear head it. She wants to empower staff to come up with new innovative ideas.

Council Member Bomgardner suggested reviewing every three years to see if adjustments are necessary.

Mayor Pro Tem Norwood stated he supports a Comprehensive Plan.

C.6 20-123  
Discuss Farmers Branch 75th Anniversary Plans  
City Manager Charles Cox noted the 75th Anniversary of Farmers Branch is coming up and if City Council has any ideas to please share with Staff.

C.7 20-52  
Review 2021 Critical Business Outcomes  
Assistant City Manager Ben Williamson reviewed the 2020 Critical Business Outcomes.

The City Council agreed on the following:
CBO #1 - Implement a vision for the central corridor and encourage redevelopment of the east side and continue with a 2030 Plan.
CBO #2 - Improve options for quality senior centric housing.
CBO #3 - Enhance our streetscape
CBO #4 - Implement a drainage plan
CBO #5 - Plan for, build, and maintain high quality public assets such as Parks
CBO #6 - Support the Station Area development (Consider density and how it affects our vision)
CBO #7 - Develop responsible diverse and affordable housing
CBO #8 - Implement a sustainability plan
CBO #9 - Implement a sidewalk improvement and replacement program
D. **ADJOURNMENT**

Mayor Dye made a motion to adjourn the meeting at 3:44 p.m. Motion seconded by Mayor Pro Tem Norwood. Motion approved unanimously.

Signed by: 

[Signature]

Mayor Robert C. Dye

Attest: 

[Signature]

City Secretary Amy Piukana