

CITY COUNCIL MINUTES
SPECIAL CITY COUNCIL RETREAT MEETING
JANUARY 7, 2017 AT 9:00 AM

1. CALL TO ORDER

Mayor Barna called the meeting to order at 9:06 am.

2. INVOCATION

Mayor Barna gave the Invocation.

3. ROLL CALL & CERTIFICATION OF A QUORUM

City Secretary, Susie Quinn, certified a quorum with the following Councilmembers present:

Mayor Eric Barna
Mayor Pro Tem Scott Bradley
Deputy Mayor Pro Tem Owais Siddiqui
Councilmember Jennifer Berthiaume
Councilmember Betty Nichols Spraggins
Councilmember Sarah Fincanon
Councilmember Don Reilly

4. DISCUSSION ITEMS

A. Continuation of discussions regarding Council's strategic goals.

Facilitator Mike Conduff began the morning asking if anyone had any observations from last night's session. One observation: An opportunity to work with different groups and gain their perspective.

The previous day overview highlighted retreat behaviors and governance principles "Big Rock Theory" and "One Voice", trust band, 2020 process tickled pink, cautious items (yellow) and things to avoid (orange). Today's exercise will be green with envy (green).

7. **Practice Discipline Behavior** – constant thought and reminder. Most of us don't get your "should", but you do get your "musts".

- **Solo journey** – Table exercise green with envy using green notes: *"What things do you wish that the City of Murphy could have that other cities have?"*
 - Entertainment district
 - Movie theatre
 - Community theatre
 - Covered amphitheater, perfectly designed outdoor venue
 - Sit down restaurants
 - Creekside/riverside retail/restaurants
 - More appealing retail
 - High end shopping
 - Real BBQ
 - More retail shopping
 - Good family restaurant, no chicken
 - Back lit street signs, e.g. Plano
 - Back lit street signs
 - Nice streets lights with planters / banners

- Innovative lights (Streets)
- Better city sign
- Beautiful welcoming signage and consistency
- Better timed traffic signals
- Awesome and manageable streetscapes
- Nice monument signs
- Downtown area that draw's people
- Shopping square
- A downtown / town center
- A real farmer's market
- Walkable downtown
- High quality brownstones
- Downtown area
- Walkability
- Records vault complying with state law
- No moose call
- State of the art security that works
- Boom truck or bucket truck
- Accurate current mapping system (infrastructure)
- City-wide Wi-Fi
- Covered parking
- Recreation center
- A recreation center
- Fully connected trail system
- Recreation center with walking track, volleyball, basketball, dance facility
- Inclusive parks
- Diverse ball fields
- Athletic fields that meet the needs of all
- Water quality specialist
- More staff
- Fire inspector
- Separate parks and recreation department from Public Works
- Volunteer coordinator
- ACM

Improbable:

- Library/Senior center
- A library
- A Dillard's
- Natatorium
- More land
- Flying quint

8. **Report Back Behavior** – Full circle linkage

Final exercise will be groups divided into five (5) affinity groups with no more than one or two (1 or 2) elected officials per group. Major headings for the grouping of notes were added and then the affinity notes were clustered under that heading. Each group or carousel was to be reviewed, changed, rearranged, etc. through each exercise ending back at the beginning. Groups had the ability to add notes as they moved through the different carousels.

Task for the groups was to review what other groups had done to the previous sort, asking if they agreed or wanted to change. An affinity group report followed reviewing the Major heading clusters.

Fish bowl exercise, each group presented with everyone participating.

First group provided a brief overview of their “green with envy” sort examples:

- Impossible heading reclassified as the improbable e.g. library
- Entertainment district very envious of other cities
- Looking for more appealing and high end retail and restaurants
- Innovative streets and signage
- A downtown feel that gathers people together and has walkability
- Facility improvements, currently things that are not working for us
- Parks and Recreation nothing out of the ordinary
- New category: Internal resources with additional positions that we currently do not have but other cities do have

Second group provided a brief overview of their “tickled pink 2020” sort examples:

- Economic development – build out, new homes and business
- Strategic planning – upgrade facilities
- Infrastructure – amazing medians, small town aesthetics, lights on Betsy
- Sarcasm – more drive thru’s, specifically chicken, storage facilities
- Safety – safe community
- Staffing – ACM, hire a herd of goats
- Parks and recreation – completed trails, renovation of timbers, tennis courts
- Community Engagement – increased online engagement, even better & well known events

Third group provided a brief overview of their “yellow cautious” sort examples:

- Sustainability – changes is going to happen, economic uncertainty, sales tax
- Be cautious in planning & preparation – disaster, community aesthetics, cost of plans
- Concerns about council/staff relationships and succession plan
- Be cautious with regards to community concerns – aging population, deterioration of older neighborhoods, failing to listen
- Crime
- Traffic

Fourth group provided a brief overview of their “orange doom and gloom” sort examples:

- Finance – internal and external concerns
- Customer service – sustaining good customer service
- Planning – not maintaining and complacent, undesirable housing
- Staff/Council relations – communication, morale
- Natural disasters – be prepared
- Crime – all crime

Initial observations on the wall of notes:

- A lot of the same categories across all topics

- Tend to think in capital projects and hard projects, things that can be seen and built but forget about the relationships, that need to be nurtured
- Following other groups and seeing their thinking, taking ownership
- Community input

Future scanning exercise in the year 2020, the group is to choose a topic from any of the affinity notes on the wall and create a topic sort with a team:

Staffing:

- “Healthy” Turnover
- Succession planning in place
- Strong interpersonal relationships
- Staff working towards common goals

It is 2020, Murphy has a healthy turnover rate with strong succession planning in place. Positive interpersonal and collaborative relationships with each other and council exist. Staff and council are working towards the same common goals.

Library:

- Residents want a library
 - Is/does
- Community Rooms
- “Noisy” library
 - Many uses
 - No
- Community engagement center

How do we get there?

- Gauge community support
- Best practices
- Find money
- Murphy Marketplace
- Tap into community expertise

Exchange Club

- Friends of the “future” library
- Utilize school district expertise
- Sense/Placemaking
- A public space

Finance:

- Fiscal responsibility
- Good value for tax dollars
- Mindful of future council/staff
- Remain informed of external regulations/changes
- Adequate funding of strategic plan
- Seek out additional funding sources

Streets and Signs:

Ideal State:

- Sense of identity
- Functional
- Manageable
- Unique
- Aesthetically pleasing
- Maintainable
- Well timed signals
- Complete streets (car/pedestrian/bike)
 - Walkability
 - Trail connections
- Public safety

Action Item:

- Revision the streetscape plan
- Prioritize trail connections
- Partnership w/TXDOT and Wylie/Sachse/Etc.
- Implement/build out thoroughfares (turn lanes/etc.)
 - Traffic flow
 - Safe pedestrian/bike routes
- Relationships with NCTCOG/Collin County
- Program to pay for perpetual maintenance
- Focus "Sense of community" on our major intersections

Timeline:

2017

- Plan
- Fund

2018

- Design
- Bid

2019

- Build/finish

2020 plus

- Enjoy!!

Following lunch, the Boards and Commissions members attended to add their views regarding Council's strategic goals.

In preparation for the Boards and Commission joining the Strategic Planning Session, the following objectives were outlined:

- Get acquainted
- Solicit Ideas
- Hear concerns
- Feedback
- Mutual / "Compromise, Negotiable, Shared" vision
- Buy In

The Mayor and at least one council member facilitated the affinity groups:

- Parks / MCDC / Animal Control – Councilmember Jennifer Berthiaume
- MDD / P&Z – Mayor Barna & Councilmember Reilly
- CPAC – Deputy Mayor Pro Tem Siddiqui
- Ethics – Councilmember Fincanon
- Building & Fire / BOA – Mayor Pro Tem Bradley

The round table exercise began with the Boards and Commissions inquiring on the following topics:

Introductions

- Journey to Murphy
- Reason to serve
- Why you like the board you are on

Reactions to Orientation

- Best Part
- Suggestions for improvement

Council's Major Goal

- How can your board assist us?

Joining Council and Leadership Staff were the following boards and commission members:

Animal Shelter Advisory Committee

- Buddy Russell
- Maggie Whitt

Board of Adjustment

- Sharon Kindall
- Kevin McGillis

Building and Fire Code Appeals Board

- Joseph Clever
- Donald Decker
- Galon Jones
- Thomas Powell

Ethics Review Commission

- Sophia Dookran
- Barbara Harless
- Lindy Martin

Murphy Community Development Corporation Board

- Karan Chetal
- Laurel Clement
- Gayathri Nagarajan
- Amanda Turner

Murphy Municipal Development District Board

- Alex Acuna
- Chi Egwuekwe
- Michael Loftus
- Jamie Nicholson

Park & Recreation Board

- Amy Lawrence
- Carol Long
- Kenneth Oltmann
- Julie Pancake

Planning and Zoning Commission

- Chris George
- James Holley
- Christine Johnson
- Lloyd Jones
- Steve Levy

Capital Projects Advisory Committee

- Chris George
- Chris Holloway
- Kevin McGillis
- Greg Matocha
- Frederick Olison
- John Wideman

Boards and Commission members arrived and were directed to their board affinity table. Facilitator Mike Conduff began with introducing himself and welcoming everyone. Each table facilitator introduced themselves and provided a brief background how they came to Murphy. Everyone at the table engaged in conversation around the table and then input was solicited from the groups in terms of the future of the community.

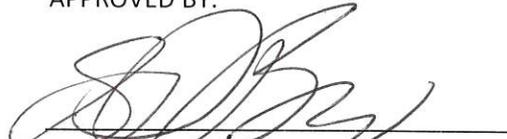
Council Focus Areas from the Boards and Commissions affinity table exercise:

- Excited and very engaged
- Involved & Pleased
- Economic Development Plan Prioritized – really need to do and want to do a plan
- Disconnection between the boards and council – Spirit of the discussion seemed to get lost (Council being part of their meetings, sitting quietly not directing. A challenge that they are more than welcome to attend Council meetings as well)
- Orientation that included knowledge and instruction on what other Board and Commissions are doing / interaction between all of the committees
- Historical perspective on Bond Committee, a lot of basic questions (no structure in place for future bond committee to follow)

5. ADJOURNMENT

With no further business, a motion was entertained by the Mayor and the Council meeting adjourned at 3:04 pm.

APPROVED BY:


Scott Bradley, Mayor Pro Tem

ATTEST:


Susie Quinn, City Secretary