

**MINUTES**  
**SPECIAL CITY COUNCIL WORK SESSION**  
**MURPHY COMMUNITY CENTER, HOMER/MARIE ADAMS ROOM**  
**205 NORTH MURPHY ROAD**  
**MURPHY, TEXAS 75094**  
**APRIL 24, 2012**  
**6:00 P.M.**

**1 CALL TO ORDER**

Mayor Baldwin called the meeting to order at 6:06 p.m.

**2 ROLL CALL & CERTIFICATION OF A QUORUM**

The following Councilmembers were present:

Mayor Bret Baldwin  
Mayor Pro Tem John Daugherty  
Deputy Mayor Pro Tem Colleen Halbert  
Councilmember Dennis Richmond  
Councilmember Scott Bradley  
Councilmember Bernard Grant

The following Councilmembers were absent:  
Councilmember Dave Brandon

**3 OTHER CONSIDERATION ITEMS**

**3.1 Discussion and action regarding the Strategic Planning Session held February 23-24, 2012.**

With guidance from facilitator Joe Gonzalez, Council discussed the following goals for each Strategic Focus Area:

**Focus Area: Community Character**

**Goal:** Protect the City's open spaces and natural amenities.

**Staff direction:**

- 1) Develop Land Inventory to include inventory of open space, natural amenities, land availability and options, and tools available for protecting the identified land.
- 2) Review non-residential development standards and uses and determine if they are appropriate.
- 3) FY 2013 Budget – consider funding update of Comprehensive Plan.

**Goal:** Preserve the integrity of neighborhoods and commercial development.

**Staff direction:**

- 4) Continue code compliance and review development/re-development standards; guard against over-development.

**Goal:** Community Events –focus on what we have and make them the best they can be.

**Staff direction:**

- 5) Maintain current events; formalize funding in budget; and add event that will focus on arts and cultural diversity.

**Goal:** Public Relations – tell our story; help instill community pride.

**Staff direction:**

- 6) Develop Murphy “App” that defines, delivers, and manages a consistent and standardized Murphy message.
- 7) FY 2013 Budget – consider funding Public Information Officer

**Focus Area: Mobility**

**Goal:** Trails –develop connected trails throughout the City with connections to neighboring city trails.

**Staff direction:**

- 8) Identify and prioritize trail gaps.
- 9) Review funding opportunities and options.
- 10) Complete sidewalk inventory.

**Goal:** Traffic Management

**Staff direction:**

- 11) Establish partnerships to facilitate traffic management planning and resolutions.
- 12) Develop Southeast Collin County Traffic Management Coalition.

**Focus Area: Finances**

**Goal:** Economic Development –proactive, involved, and aggressive.

**Staff direction:**

- 13) Attract and retain appropriate, sales tax generating businesses.

**Goal:** Tax Rate (This discussion was postponed to budget work session.)

**Focus Area: Employee Development**

**Goal:** Employee Development –greatest City resource.

**Staff direction:**

- 14) Develop a succession plan; review pay/benefits plan; provide tools for training and development; and determine acceptable level of service and define future operational needs.

**Focus Area: Public Safety**

**Goal:** Level of Service – what are the expectations of the community and what will it take to meet them?

**Staff direction:**

- 15) Define current level of service and cost for the Police and Fire department; determine what is needed to improve level of service if desired, including cost.

**Goal:** Programming

**Staff direction:**

- 16) Assess current level of programming and cost; determine if additional programming should be created and funded.
  - a) Feasibility of Murphy Leadership Program (Not under Public Safety)

**Goal:** Public Facilities and Infrastructure –all public buildings should be safe and efficient.

**Staff direction:**

17) Assess public facilities and infrastructure; determine routine maintenance repair items versus capital replacement items.

**Focus Area: Infrastructure**

**Goal:** Roads –should have the proper maintenance to ensure safety and accessibility for the residents and public safety.

**Staff direction:**

18) Develop a comprehensive road improvement plan and maintain/improve 20% of City roads each year.

**Goal:** Infrastructure – ensure the investment is adequate for current and future use.

**Staff direction:**

19) Inventory and maintenance schedule of City’s water/wastewater system.

20) Review Animal Control Facility Needs Assessment.

21) Provide a plan on how to maintain and maximize use of City buildings.

22) Identify, define, and prioritize maintenance and repairs of City facilities.

23) Determine staffing level of parks to include maintenance and expertise.

Each councilmember expressed satisfaction with the work that was completed during the Strategic Planning Session in February and the follow-up Work Sessions resulting in these goals and direction.

In closing, Mayor Baldwin commented on metrics and benchmarking and asked how the City is measuring and communicating progress. City Manager Fisher stated that the departments have been doing annual reports to establish a starting point for comparison.

**3.2 Take any action necessary regarding the Strategic Planning Session.**

There was no action taken.

**4 ADJOURNMENT**

With no further business, the meeting was adjourned at 8:35 p.m.

**APPROVED BY:**

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**Bret M. Baldwin, Mayor**

**ATTEST:**

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**Aimee Nemer, City Secretary**