

City of OVILLA City Council Agenda

Ralph G. Hall, Place One
Larry Stevenson, Place Two
David Griffin, Place Three

Richard Dormier, Mayor

Doug Hunt, Place Four
Dean Oberg, Place Five
Cyndy Powell, City Administrator

105 S. Cockrell Hill Road, Ovilla, TX 75154

Monday, March 24, 2014

6:00 P.M.

First Baptist Church

TOWN HALL MEETING

Pursuant to the provisions of Chapter 551 VTCA Government Code, NOTICE is hereby given of a Town Hall Meeting of the City Council of the City of Ovilla, to be held on Monday, March 24, 2014 at 6:00 P.M. in the gymnasium of the First Baptist Church Ovilla, 3333 Ovilla Road, Ovilla, Texas, 75154, for the purpose of considering the following items.

I. CALL TO ORDER

- Invocation
- Pledge of Allegiance

II. COMMENTS, PRESENTATIONS, ANNOUNCEMENTS & REPORTS

▪ Citizen Comments

The City Council welcomes comments from Citizens. Those wishing to speak must sign in before the meeting begins. Speakers may speak on any topic, whether on the agenda or not. The City Council cannot act upon, discuss issues raised, or make any decisions at this time. Speakers under citizen's comments must observe a three-minute time limit. Inquiries regarding matters not listed on the Agenda may be referred to Staff for research and possible future action.

III. REGULAR AGENDA

- ITEM 1. **DISCUSSION** – Receive feedback regarding the draft Strategic Guide from the citizens of Ovilla.
- ITEM 2. **DISCUSSION/ACTION** – Consideration of and action to approve Resolution 2014-005 adopting the Five-year Citywide Strategic Guide 2013-2018.

IV. REQUESTS FOR FUTURE AGENDA ITEMS

V. ADJOURNMENT

THIS IS TO CERTIFY THAT A COPY OF THE NOTICE OF the March 24, 2014 Regular City Council Agenda was posted on the City Hall bulletin board, a place convenient and readily accessible to the general public at all times, and to the City's website, www.cityofovilla.org, on the 21st day of March 2014 prior to 6:00 p.m., in compliance with Chapter 551, Texas Government Code.



Pamela Woodall, City Secretary

DATE OF POSTING: 3-21-2014 TIME: 9:30 ☒ am/pm
DATE TAKEN DOWN: _____ TIME: _____ am/pm

IF YOU OR YOUR REPRESENTATIVE HAVE A DISABILITY THAT REQUIRES SPECIAL ARRANGEMENTS AND YOU PLAN TO ATTEND THIS PUBLIC MEETING, PLEASE CALL THE CITY SECRETARY AT 972-617-7262 WITHIN 24 HOURS OF THE MEETING. REASONABLE ACCOMMODATIONS WILL BE MADE TO MEET YOUR NEEDS AT THE MEETING. PLEASE SILENCE ALL PAGERS, CELL PHONES & OTHER ELECTRONIC EQUIPMENT WHILE THE CITY COUNCIL MEETING IS IN SESSION.



Ovilla City Council

AGENDA ITEM REPORT

Item(s): **1** (City Secretary use only)

Meeting Date: March 24, 2014

Department: Administration

☒ Discussion ☐ Action

Budgeted Expense: ☐ YES ☐ NO ☒ N/A

Submitted By: Staff

Amount: \$N/A

Attachments:

1. None

Agenda Item / Topic:

ITEM 1. *DISCUSSION* – Receive feedback regarding the draft Strategic Guide from the citizens of Ovilla.

Discussion / Justification:

The Five-year Citywide Strategic Guide 2013-2018 identifies priorities and goals and communicates these to city staff and the public. At the January 27, 2014 City Council Meeting, Council requested a second Town Hall Meeting be held to provide the citizens an additional opportunity to give feedback regarding the draft Strategic Guide. Prior to the Town Hall Meeting, the draft Strategic Guide was placed on the city's website, invitations were mailed, and staff issued "Notify Me" and CTY notifications inviting the public to provide feedback on the Guide. This item is provided for Council to receive additional feedback on the Five-year Citywide Strategic Guide 2013-2018.

Recommendation / Staff Comments:

Sample Motion(s):

No Action.



villa City Council

AGENDA ITEM REPORT

Item(s): 2 (City Secretary use only)

Meeting Date: March 24, 2014

Department: Administration

☒ Discussion ☒ Action

Budgeted Expense: ☐ YES ☐ NO ☒ N/A

Submitted By: Staff

Amount: \$N/A

Attachments:

1. Resolution 2014-005
2. Draft Strategic Guide

Agenda Item / Topic:

ITEM 2. **DISCUSSION/ACTION** – Consideration of and action to approve Resolution 2014-005 adopting the Five-year Citywide Strategic Guide 2013-2018.

Discussion / Justification:

The Management Connection facilitated the strategic planning sessions involving the Council, community and staff to determine the Vision, Mission, Values, and establish Goals to guide the City's planning and budgeting process. The Five-year Citywide Strategic Guide 2013-2018 identifies priorities and goals and communicates these to city staff and the public. Upon adoption of the Strategic Guide, the next step will be for staff to develop action plans to accomplish the goals, setting target dates, and responsible entities, with input from citizen committees and staff. Staff will report back to Council periodically on the status of the achievement of these goals.

Recommendation / Staff Comments:

Staff recommends adoption of the Five-year Citywide Strategic Guide 2013-2018.

Sample Motion(s):

I move to APPROVE/DENY Resolution R2014-005 adopting the Five-year Citywide Strategic Guide 2013-2018.

RESOLUTION NO. R2014-005

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
OVILLA, TEXAS, ADOPTING THE FIVE-YEAR CITYWIDE
STRATEGIC GUIDE 2013-2018.**

*** * * * ***

WHEREAS, a strategic plan consisting of priorities of the City is needed to guide the budget process and ensure that the Council clearly communicates its priorities to city staff and the public; and

WHEREAS, the City contracted with The Management Connection, Inc. to facilitate the strategic planning sessions involving City Council, citizens, boards, commissions, and staff to determine the Vision, Mission, Values, and establish Goals; and

WHEREAS, the Five-year Citywide Strategic Guide 2013-2018 identifies the Vision, Mission, Values, and Goal Statements established through the strategic planning process; and

WHEREAS, the City Council desires to adopt the Five-year Citywide Strategic Guide 2013-2018;

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF
OVILLA:**

Section 1. That the City Council hereby adopts the Five-year Citywide Strategic Guide 2013-2018.

Section 2. A copy of said Five-year Citywide Strategic Guide 2013-2018 is attached hereto as Exhibit "A" and made a part hereof for all purposes.

PASSED, APPROVED, AND RESOLVED this ____ day of _____ 2014.

ATTEST: _____
Pamela Woodall, **CITY SECRETARY**

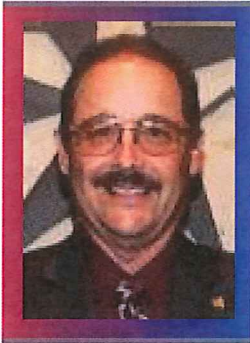
APPROVED: _____
Richard Dormier, **MAYOR**



OVILLA, TEXAS STRATEGIC GUIDE 2013-2018

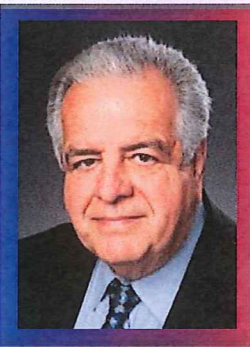
DRAFT

WHY I SUPPORT STRATEGIC THINKING/PLANNING



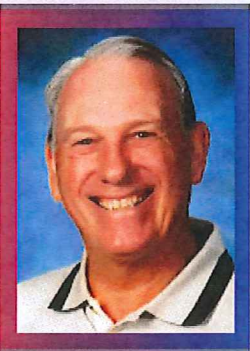
"Ovilla is a wonderful community to be a part of. We believe the strategic plan will provide a roadmap to maintain a safe and friendly environment for our citizens as we continue to grow in the future."

-Mayor Richard Dormier



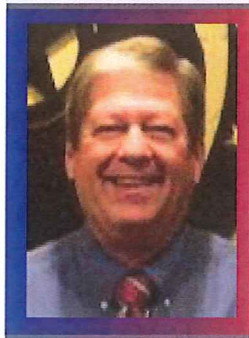
"The strategic plan, developed with citizens' input, provides guidance for the development of the city now and into the future."

-Mayor, Pro Tem. Ralph G. Hall



"Our Strategic Plan will help build a strong foundation from which Ovilla can build its future"

-Council Member Larry Stevenson



"A first in history, a viable strategic plan for Ovilla, is synonymous with a strong rudder on a ship; with it the ship successfully reaches the cruise destination, without it, the ship drifts aimlessly in the sea. I trust this strategic plan will be the rudder to guide Ovilla to her citizens' future destination."

-Council Member David Griffin



"The Ovilla strategic plan will move Ovilla forward, inviting business to join its citizens, Council, and staff generating economic development and improving the quality of life and its parks for the community."

-Council Member Doug Hunt



"The strategic plan helps us to manage growth and development in our community."

-Council Member Dean Oberg

EXECUTIVE SUMMARY

Introduction: Communities need strategic planning because of the constant challenges they face throughout time. Strategic planning is the process by which members of the community envision its future and develop the goals and action steps necessary to achieve that future. In other words, strategic planning helps the community to create its own future. To be successful the strategic plan must be the tool by which all decisions can be evaluated.

History: The Management Connection Inc. conducted a Needs Assessment with the Ovilla City Council on October 1st and 2nd of 2013. The council identified the strengths and opportunities and six (6) major areas;

1. Develop Community Vision, Mission, and Values.
2. Enhance the characteristics of our Community.
3. Create a Master Parks Plan that connects the Community.
4. Create a Capital Improvement Plan.
5. Develop Economic Development Plan.
6. Create strategy on how to “Showcase” the City of Ovilla during Heritage Day Festival.

On Saturday, November 9, 2013, the City of Ovilla held a Strategic Planning Conference with approximately 33 members of the community. The event was held at Ovilla's First Baptist Church. The participants were divided into six (6) teams in order to represent each focus area. The teams provided feedback on what they wanted to accomplish within the five (5) year time-frame. The teams provided the framework and content to develop the strategic goals for 2013-2018. Many of the participants commented that they enjoyed the conference because,

- a) they were on the same page,
- b) it was solutions focused, and
- c) they had the opportunity to strengthen relationships.

The Mayor and Council expressed appreciation for everyone's participation.

The City Administrator met one on one with the Mayor and council members to review the draft of the strategic guide. They provided changes to the content. The changes were made on the strategic guide.

On December 11, 2013, TMC facilitated a Vision/Mission workshop with the Mayor and council. They created and affirmed their Vision/Mission statement.

STRATEGIC GUIDE

VISION:

Ovilla is a safe, family and business friendly community with a small town feel.

MISSION:

We will demonstrate leadership and adopt policies that reflect the values of the citizens of the City of Ovilla.

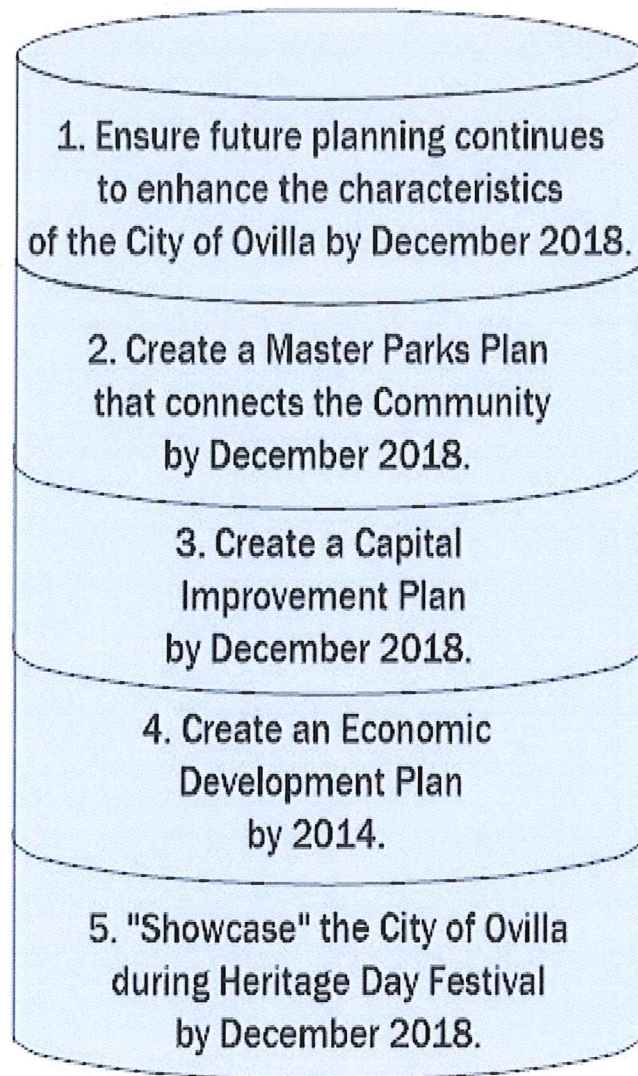
VALUES:

- 1.Small Town feel
- 2.Close Knit Community
- 3.Integrity
- 4.Involved community
- 5.Business friendly

Strengths	Opportunities
<ul style="list-style-type: none"> • Small town feel • Large lots • Quaint feeling • Low crime rate • Being close to Dallas/ Fort Worth • Close knit community • Nice People • Family friendly • Solid Financial Base • Manageable debt • High average income • Stable local gov. • High home value • Professional staff • Excellent Fire Dept. 	<ul style="list-style-type: none"> • Residential development • 2,000 acres of undeveloped land • To maintain and increase property values • Commercial and residential opportunities from FM664/Ovilla Rd Development • Downtown development • Improve Park system • 10,000 homes at build out

* data from the City's 2010 Comprehensive Land Plan

GOAL STATEMENTS



Goal Statement I:

Ensure future planning continues to enhance the characteristics of the City of Ovilla by December 2018.

Value of accomplishing this goal:

- Decisions made will be consistent with Vision, Mission, and Values.
- Provides a clear focus on the characteristics of the community.
- The community identified the characteristics in the strengths and values of this document.

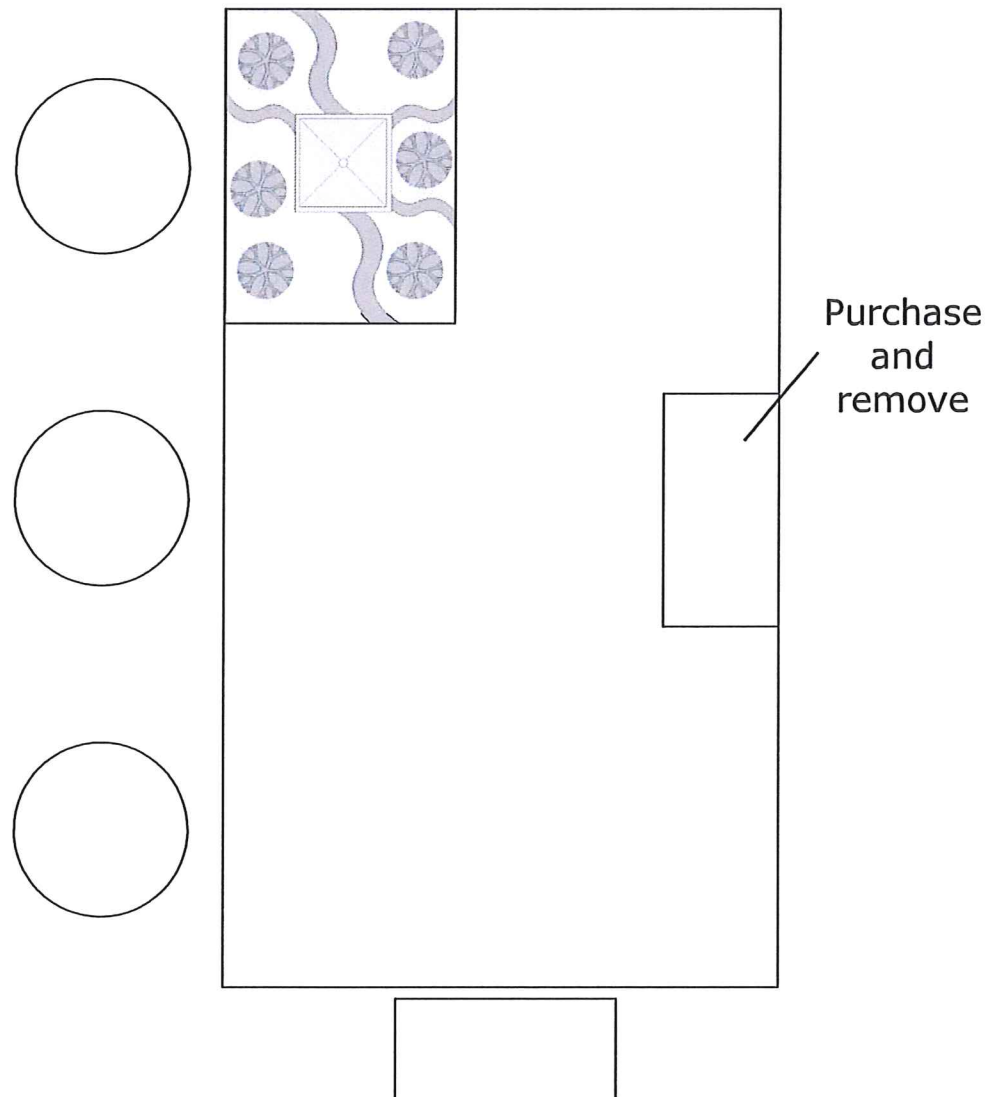
Action Steps	Target Date	Who	Comp Date
1. Invite the community to validate the Vision, Mission, and Values on regular basis decided by the council			
2. Attract high end residential development <ul style="list-style-type: none"> • Minimum 2,400 sq.ft. homes • Maintain our high standards for house and lot minimums 			
3. Develop Entry Way Signage			
4. Review ordinances to ensure property values are maintained and/or increased			
5. Create opportunities for Citizen Involvement			
6. Continue to implement strategies that keep our community safe			
7. Educate Community on Ovilla's Emergency Preparedness Plan			

Goal Statement II:

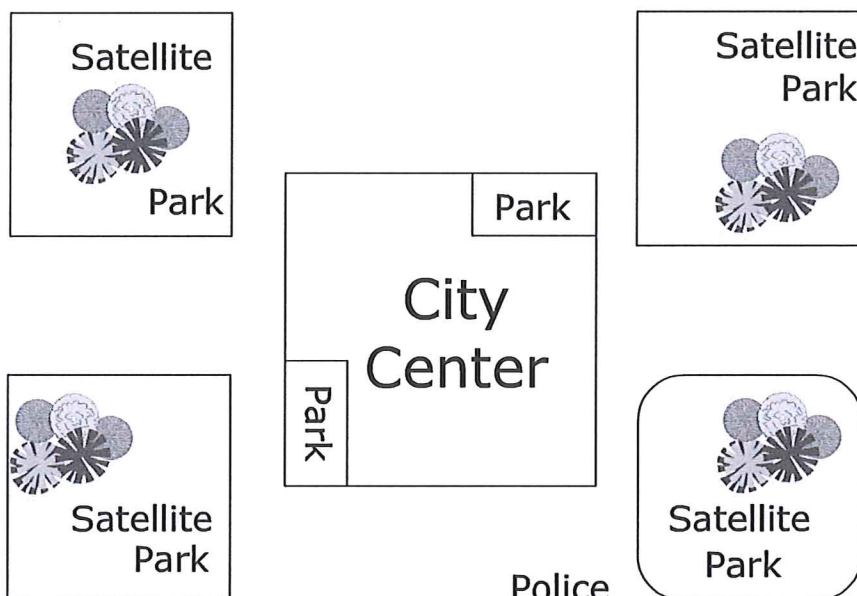
Create a Master Parks Plan that connects the community by December 2018.

Value of accomplishing this goal:

- Attracts families to the community.
- Encourages the citizens to participate in different activities.
- It supports the characteristics of Ovilla.



Action Steps	Target Date	Who	Comp Date
1. Develop Current Park			
2. Create satellite rec. areas around town			
3. Work with ORCS to develop park plan			
4. Establish ordinances that promote park/recreation areas in new developments			
5. Develop City Park Maintenance Plan			
6. Explore developing partnerships with other community entities for parks and recreation opportunities (churches)			



Police

Goal Statement III:

Create Capital Improvement Plan by December 2018.

Value of accomplishing this goal:

- Provides a needs assessment of current status.
- Provides plan to move forward.
- Identifies funding options to be discussed and decided by Community

Action Steps	Target Date	Who	Comp Date
1. Need to identify challenges and potential shortfalls with additional development and current revenue rate			
2. Need to assess potential current and future water problems			
3. Need to assess the level of city services			
4. Develop strategy of how to increase water pressure			
5. Establish fund for major street/water/sewer repairs/capital equipment (such as fire engines)			

Goal Statement IV:

Create a Strategic Plan for Economic Development by 2014.

Value of accomplishing this goal:

- Diversifies the tax base.
- Identifies economic opportunities.
- Will support the goals of the community.
- Will bring services to the citizens.

Action Steps	Target Date	Who	Comp Date
1. The Economic Development Plan must support Ovilla's Vision, Mission, Values, and Goals			
2. The plan needs to identify businesses that are desired and sustained by the economy			
3. The plan needs to address viable businesses for FM664/Ovilla Rd development			
4. Identify what the City's responsibility will be in supporting the infrastructure when FM664 to Westmoreland is completed			
5. The plan should explore business opportunities for the Downtown Improvement Plan			

Goal Statement V:

Showcase the City of Ovilla during the Heritage Day Festival by December 2018.

Value of accomplishing this goal:

- Creates Community.
- Reinforces the values of the community.
- Gives residents the opportunity to meet each other.

Action Steps	Target Date	Who	Comp Date
1. Create different marketing tools to attract high end residential developers			
2. Create different marketing tools to attract desired businesses			
3. Create large map of Ovilla that identifies properties available for residential/commercial development			

CRITICAL SUCCESS FACTORS FOR IMPLEMENTATION

Council and Staff need to use the Strategic Guide to evaluate all decisions.

Staff needs to provide quarterly feedback on progress to Council and residents.

Staff needs to tie all agenda items to strategic goals.

Staff needs to identify completion of tasks in order to build confidence in the guide.

Council needs to validate priorities on an annual basis.

Ovilla is a safe, family and business friendly
community with a small town feel.

**Process facilitated
and document designed by**



The Management Connection Inc.

PROFESSIONAL FACILITATORS

979.846.4481

www.profacilitator.com