

MINUTES OF THE WORK SESSION MEETING OF THE CITY COUNCIL OF THE CITY OF JERSEY VILLAGE, TEXAS, HELD ON SEPTEMBER 16, 2013 AT 6:00 P.M. IN THE CIVIC CENTER MEETING ROOM, 16327 LAKEVIEW, JERSEY VILLAGE, TEXAS.

A. The meeting was called to order by Mayor Erskine at 6:22 p.m. with the following present:

Mayor, Rod Erskine	City Manager, Mike Castro, PhD
Council Member, Justin Ray	City Secretary, Lorri Coody
Council Member, Harry Beckwith III, PE	
Council Member, Sheri Sheppard	
Council Member, Jill Klein	

Council Member Sandra Joachim was not present at this meeting.

Staff in attendance: Mark Bitz, Fire Chief; Eric Foerster, Chief of Police; Danny Segundo, Director of Public Works; and Michael Brown, Director of Parks.

Isabel Kato, Finance Director, was not present at this meeting.

B. Discuss and take appropriate action regarding Comprehensive Planning strategies for the City.

Danny Segundo, Director of Public Works, introduced the item. Background information on the item is as follows:

At the May 20, 2013 City Council Meeting, Councilman Harry Beckwith III, discussed the possibility of updating the city's Comprehensive Plan, as the current plan is twenty four years old. The city's current Comprehensive Plan was adopted by City Council in October 1989. After discussion, it was decided that City Council would further discuss this issue at the annual budget work sessions in order to review goals, funding, and the strategic planning related to a new comprehensive plan.

At the July 22nd Work Session, a review of the 1989 Comprehensive Plan was presented by the Public Works Director. There was discussion comparing a Comprehensive Plan which looks at long term issues within the City, and a Strategic Plan which looks at a three to five year plan that addresses the issues of today and the near future.

There was also discussion regarding potential cost, the amount of staff involvement, the amount of Council and P&Z involvement, the time frame needed to develop the plan, and the process for hiring of a consultant. No clear decisions were made.

Mr. Segundo stated that the purpose of the work session this evening is to try to accomplish the following:

1. Select which type of planning concept the city will move forward with.
2. Determine the criteria for the plan.
3. How to select a consultant.
4. Involvement of the community.
5. Timeline associated with the plan.

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Mr. Segundo called Council's attention to four (4) Requests for Proposal (RFP's) from other cities that were included in the meeting packet. He stated that these RFP's will help facilitate discussion on how Jersey Village will move forward with its Comprehensive/Strategic Planning efforts. He suggested that Council first answer the question of what kind of plan they desire for the City. That is, will the plan be a Comprehensive Plan or a Strategic Plan. With this answer, the other items/issues will be easier to address.

Council engaged in discussion about the types of plans and asked that Staff explain the basic difference between a Comprehensive Plan and a Strategic Plan. Mr. Segundo explained that a Comprehensive Plan's focus is long term and typically covers a period of 20 years while a Strategic Plan is more short term and covers a planning period of 3 to 5 years.

Council then engaged in discussion about the two types of plans and wondered if there could be a hybrid plan, one that covers a planning period of 7 to 10 years. If so, they wondered if this would be an enhanced Strategic Plan or a scaled down Comprehensive Plan.

City Manager Castro explained that whichever route the Council decides to go, the approved plan will need to be reviewed and updated periodically in order that the plan represents the direction (change/growth) of the City.

Council then engaged in discussion about including the Consultant's fees/costs as part of the criteria for selection in the RFP. There was some concern that due to restrictions in the law, it might be best to not include fees in the RFP ratings. Discussion was had on this concern. It was determined that the restrictions in the law are on certain classes of expertise (engineers/architects) and as a result if fees were included this class of experts may be excluded from the bidding process.

Further discussion was had on the term of the plan. Some felt a 10 year plan may be too long given the activities associated with the US Highway 290 expansion project. The term was discussed at length. Most felt that a shorter term may be better, but all agreed that the plan would need to be reviewed periodically in order that it keeps current with the growth of the city. Most liked the Strategic Planning approach with timeline objectives.

City Manager Castro explained that looking out 15 to 20 years may be beneficial. This type of planning provides for long term goals, for vision. A Comprehensive Plan provides the frame work for accomplishing the goals and vision. For example, he asked the Council, do you want a network of hike and bike trails, a recreation center, and/or splash pads throughout the City? If so, a Comprehensive Plan would lay the ground work on how to accomplish these goals. A three to five year plan may not be capable of providing for the larger picture items. Additionally, City Manager Castro pointed out that in having a 15 to 20 year plan, Staff knows the priorities of Council and can work to fill in the gaps in order to achieve objectives. Shorter planning only equals project management.

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Discussion was had about how a 20 year plan might be implemented. City Manager Castro stated that typically the first three to five years of the plan are detailed with tasks for competing objectives. At the five year mark, the plan is reviewed in order to determine compatibility with changes/growth in the city. At this time adjustments are made and new three to five year detailed tasks are set into motion.

Discussion continued about the type of plan to pursue. Some favored the Strategic Plan with a 10 year time frame. Others wanted a Comprehensive Plan of 20 years with a tactical strategic plan built in to accomplish goals.

Discussion was had on what Departments to include. Most felt that the list should be all inclusive. However, it was felt that some Departments; for example, Parks and Recreation, Facilities and Economic Development, would have more importance than others. Nonetheless, after further discussion, it was decided that the overall vision/long-term goals of the plan would determine departmental emphasis.

Council asked if Staff had enough information to move forward. Public Works Director, Danny Segundo explained that he would bring back a draft RFP for Council's review. Council only added that they would like the selection criteria of the RFP to include that we are interested in Consultants that have experience in working with small urban cities.

C. ADJOURN

The meeting was adjourned at 6:50 p.m.

Lorri Coody, City Secretary