

MURPHY CITY COUNCIL AGENDA
SPECIAL CITY COUNCIL WORK SESSION
TUESDAY, MARCH 27, 2012 AT 6:00 PM
MURPHY COMMUNITY CENTER, HOMER ADAMS ROOM
205 NORTH MURPHY ROAD
MURPHY, TEXAS 75094

NOTICE is hereby given of a meeting of the City Council of the City of Murphy, Collin County, State of Texas, to be held on 03/27/2012 at Murphy Community Center for the purpose of considering the following items. The City Council of the City of Murphy, Texas, reserves the right to meet in closed session on any of the items listed below should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

- 1 CALL TO ORDER**
- 2 INVOCATION & PLEDGE OF ALLEGIANCE**
- 3 ROLL CALL & CERTIFICATION OF A QUORUM**
- 4 OTHER CONSIDERATION ITEMS**
 - 4.1** Discussion and action regarding the Strategic Planning Session held February 23-24, 2012.
- 5 ADJOURNMENT**

I certify that this is a true and correct copy of the Murphy City Council Meeting Agenda and that this notice was posted on the designated bulletin board at Murphy City Hall, 206 North Murphy Road, Murphy, Texas 75094; a place convenient and readily accessible to the public at all times, and said notice was posted on March 23, 2012 by 5:00 p.m. and will remain posted continuously for 72 hours prior to the scheduled meeting pursuant to Chapter 551 of the Texas Government Code.

Aimee Nemer, TRMC, MMC
City Secretary

In compliance with the American with Disabilities Act, the City of Murphy will provide for reasonable accommodations for persons attending public meetings at City Hall. Requests for accommodations or interpretive services must be received at least 48 hours prior to the meeting. Please contact the City Secretary at 972.468.4011 or anemer@murphytx.org.

Issue

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

Background/History

City Council and staff participated in a Strategic Planning Session on February 23-24, 2012, with facilitator, Joe Gonzalez. Council determined six Strategic Focus Areas.

This is a follow-up meeting with Mr. Gonzalez to discuss the focus areas determined during the Strategic Planning Session.

Attachments

Strategic Planning Session Review



MURPHY

LIFE LIVED AT YOUR PACE

Murphy will remain a vibrant, family-oriented, distinctive city that fosters a strong sense of community and connection between its local government and citizens.

Mission Statement:

We are dedicated to ensuring that the City remains a highly-desirable place in which to live and raise a family. Our leaders strive to support a proactive city that:

- is safe and secure
- keeps its citizens informed
- encourages civic involvement and community activities
- upholds quality building and community standards
- provides access to inviting parks and trails
- maintains solid relationships with neighboring communities
- strengthens business and economic vitality

CITY OF MURPHY

COUNCIL EXPECTATIONS

Council to Council

- Council owns decision.
- Hear/respect others' argument.
- Don't demean by making personal statements.
- Passionate, but professional – not emotional.
- Prepare early enough for Council and give Staff opportunity to respond.
- Council agreement on agenda information/communication.
- Trust each other.
- Control the tangents.
- Determine roles/responsibilities for boards.
- Give equal time to positives.

Council Expectations of Boards

- All boards are advisory.
- Council is responsible for how the money is spent.
- Board decisions support scope presented by Council.
- Presentation (not Q&A) by Board president/chair (designee) a couple times year.
- Show up to expected meetings.
- Abide by responsibilities as set out by Council.

Council to Staff

- Be prepared.
- Depth of Knowledge.
- Appropriate distribution of work.
- Recommendation with other options considered.
- Information provided to all if provided to one.
- CM weekly update email.
- Provide minutes from Board agenda.
- Include board discussion summary on agenda item.
- More detailed minutes.
- Abide by responsibilities as set by Council for Boards.
- Facts not hopes (example: funding)
- Respond timely to agenda questions.
- Pass along successes/positives.



Staff's Expectations of Council

- Ask questions ahead of time; allow time for answering.
- Roadmap – Council strategies – written
- Don't blindside - if you change your direction, let us know.
- Realize things change.
- Make decisions.
- Be mindful of off-line comments.
- Respond when asked for something
- Be respectful and professional at meetings.
- Tell us if you want something different.
- Give us feedback on process and in general.
- Focus on the Big Picture. (Stay out of the weeds.)



CITY OF MURPHY

STRATEGIC FOCUS AREAS

1. Community Character

- Protection of open spaces & Natural Amenities
 - Conservation agreements
 - Strengthen O.S. requirements
 - ★ Conduct cost/benefit analysis on purchasing land
 - develop partnerships with developers and other cities
- Integrity of Neighborhood
 - Enhance landscaping requirements Encourage HOA participation
 - ★ Explore different options to revitalize neighborhoods
 - Code compliance
- ★ Community Events
 - Determine number of events
 - Cultural – arts
 - Diversity
 - WHAT KINDS?
 - Public Relations
 - ★ Manage our message
 - ★ Develop/maintain social media
 - Encourage positive reporting
 - Celebrate success
 - Personalize city

2. Mobility

- Trails Connectivity (Pt A to Pt B)
 - Connected to six cities
 - Create safe trails
 - Biking and walking
 - Mark trails in neighborhoods
 - Develop area on Betsy
- Traffic Management
 - ★ Assume maintenance of state roads, including traffic signals
 - ★ Contract with DART for shuttle to rail
 - Develop a SE Collin Coalition Traffic Management Consortium
 - ★ Intersection monitoring

3. Finances

- Economic Development
 - Guide development; take an active role
 - Economic development incentives
 - ↳ thresholds
 - Encourage & support “Buy Murphy” program
- Tax Rate
- Diversity Tax Base
- Sustainability
- Funding Sources

4. Employee Development

- ★ Develop a succession plan
- Review pay plan & benefits plan
- ★ Provide tools for training and development
- Define future operational & level of service

5. Public Safety

- ★ Define our level of service & what it’s going to cost to get there
- ★ Continue level of programs and maybe add more, do an assessment
 - ↳ ★ Murphy Leadership Program (?)
- ★ Public Facilities & Infrastructure
 - Include: police, fire, code compliance
 - Encourage & maintain community involvement

6. Infrastructure

- Roads
 - Develop a comprehensive road improvement plan
 - Improve/maintain 20% of city streets every year
- Infrastructure
 - Inventory & maintenance schedule of City’s water/wastewater system
 - New animal control facility
 - Roof maintenance
 - Remodel of City buildings
 - Maintenance of facilities