



*Prosper is a place where everyone matters.*

**MINUTES**  
**Special Meeting of the**  
**Prosper Town Council**  
Prosper Municipal Chambers  
108 W. Broadway, Prosper, Texas  
Wednesday, January 28, 2015

**1. Call to Order/Roll Call.**

The meeting was called to order at 9:01 a.m.

**Council Members Present:**

Mayor Ray Smith  
Mayor Pro-Tem Meigs Miller  
Deputy Mayor Pro-Tem Kenneth Dugger  
Councilmember Michael Korbuly  
Councilmember Curry Vogelsang, Jr.  
Councilmember Mike Davis  
Councilmember Jason Dixon

**Staff Members Present:**

Harlan Jefferson, Town Manager  
Carol Myers, Executive Assistant/Deputy Town Secretary  
Hulon T. Webb, Jr., Executive Director of Development and Community Services  
John Webb, Director of Development Services  
Frank Jaromin, Public Works Director  
Leslie Scott, Library Director  
Baby Raley, Human Resources Director  
Kent Austin, Finance Director  
Robert Winningham, Executive Director, Prosper Economic Development Corporation  
Ronnie Tucker, Fire Chief  
Doug Kowalski, Police Chief

**Facilitator:**

Rob Franke

**2. The Town Council will hold a strategic planning work session to discuss successes and accomplishments since the last planning work session and to prioritize future strategic goals.**

Town Manager Harlan Jefferson introduced Mr. Franke, who reviewed his background and reviewed the agenda for the day. He reviewed the highlights from the Council interviews, including communication among Council and staff, information management on social media, and communication with the public. Mr. Franke stressed the importance of Council members balancing their individual passions with the sharing of information, and keeping policy governance vs. task management in balance. Council discussed leadership, both in the short term to deal with immediate issues and provide direction to staff, and long term leadership to shape the future of the Town. Mr. Franke led a discussion about teamwork, building trust, and building consensus. Council indicated that trust comes from experience, knowledge, and motives, all of which take time to develop.

Council has spent time on policies and procedures, missions and values, and wants to begin the process of implementation. Mr. Franke encouraged the Council to examine the “why” whenever they make a decision.

The Town Council discussed reinstating the Executive Development Team, and discussed the role of some of the other Council Subcommittees. Deputy Mayor Pro-Tem Dugger indicated that he would like Councilmember Davis to take his position on the Council Finance Subcommittee.

### **Review of Vision Statement**

Mr. Franke reviewed the Town’s Vision Statement, particularly the tag line “Prosper is a Place Where Everyone Matters,” and what that means to the Council and to the community.

### **Accomplishments and Progress toward 2014 Objectives**

Mr. Jefferson reviewed the list of Major Initiatives, and the existing Strategic Goals. Staff will continue to provide Council the “Top 10” items that are priorities, or upcoming items on which the Council will need to take action.

### **Strategic Goals**

- Goal 1 - Recruit Targeted and Maintainable Economic Development
- Goal 2 - Ensure Quality Residential Development
- Goal 3 - Maintain Safety and Security
- Goal 4 - Provide First Rate Utilities
- Goal 5 - Provide Efficient and Effective Roads and Infrastructure
- Goal 6 - Maximize Recreation and Leisure Opportunities
- Goal 7 - Maintain Community Character
- Goal 8 - Ensure Fiscal Stewardship
- Goal 9 - Maintain A Quality Workforce
- Goal 10 - Improve Town Facilities

For each Strategic Goal, Town staff and Council discussed the following:

- Major accomplishments from 2014 that were not part of the Strategic Goals
- New action items

### **Discussion on Town Hall/Multi-Purpose Facility**

Hal Sargent and Gina Irwin with Brinkley Sargent Architects provided a brief update on the plans for the Town Hall/Multipurpose Building, including multiple options for construction, and proposed budgets for each option.

Council continued the conversation on the Town Hall/Multipurpose building, and then Mr. Franke asked Council to narrow the ten Strategic Goals down to their top five. Council’s consensus was to focus on the following Strategic Goals:

- **Development standards**

Council discussed their definitions of “quality” and provided some direction to Town staff regarding updating the Town’s residential, commercial, zoning, and land use standards.

A Town Council Work Session, or Joint Work Session with the Planning & Zoning Commission may be utilized on a case by case basis for non-traditional or high-profile projects.

- **Town Facilities**

The Town Council discussed the future of the Town Library, and requested information on what standards would be needed to build a "Library of the Future." Discussion also took place on maintenance costs of new facilities.

Mr. Jefferson led the discussion on the acquisition of land needed for future Town facilities, specifically regarding an 11-acre area of the Blue Star tract, which is a time-sensitive issue. Council gave direction to acquire the site, and determine the ultimate use for the land at a later date.

The Town Council continued discussion on facilities, including a possible bond election to fund new facilities. They also re-evaluated the location of the new Town Hall/Multi-Purpose Facility, and whether the Main Street site would be an interim facility or the ultimate location for Town Hall. Council indicated that more information and financial models were needed on both a phased-in approach to building the Town Hall/Multi-Purpose Facility, versus a campus approach. Funding options and the effect on the tax rate would also need to be explored. The Town Council requested that Town staff research and report back on whether bond funds could be used for immediate needs for Parks, Town Hall, and the Fire Station. Council will continue to work on an ultimate vision for Town facilities.

The following items were identified as priorities, and were discussed briefly. Additional information will be provided to Council, or brought forward at future Council meetings.

- **Roads & Infrastructure**
- **Parks Planning**
- **Tax Rates/Fiscal Stewardship**
- **Customer Service**

**Presentations by Town Staff**

Hulon Webb, Executive Director of Development and Community Services, gave a presentation on Water Distribution Peaking Factor resulting from the continuing drought. Town staff recommended continuing water conservation efforts, updating the impact fee and Capital Improvement Plan (CIP) with a suitable peaking factor, and implementing a policy of education and enforcement to control peaking factor.

Finance Director Kent Austin gave a presentation on the Effective Tax Rate, the Rollback Tax Rate, and Tax Increment Reinvestment Zones (TIRZ). He compared the tax rates with surrounding cities and towns, and explained options for additional sales tax alternatives, such as a Community Development Corporation, Fire Control, Prevention, and EMS District, or Crime Control and Prevention District, among others. Council discussed the merits of each option, particularly on the Fire Control and Crime Control options. Council requested additional information on how the funds for each of the sales tax alternatives may be used.

In conclusion, Town staff was directed to provide Council with the following information on the Town Hall/Multi-Purpose Facility:

- A timetable for Council action items
- Financial models and additional options for a phased approach

- Financial models for a campus approach
- Operations and maintenance (O&M) cost estimates

An ultimate decision will still need to be determined for the final plans for the Town Hall/Multi-Purpose Facility, and the ultimate location for Town Hall. Town staff was directed to return to Council within one month with the requested information.

In closing, Mr. Franke explained that the discussion items and suggestions would be compiled into a report for the Town Council that would be finalized in approximately two weeks.

**3. EXECUTIVE SESSION:**

Recess into Closed Session in compliance with Section 551.001 et seq. Texas Government Code, as authorized by the Texas Open Meetings Act, to deliberate regarding:

- 3a.** Section 551.087 – To discuss and consider economic development incentives.
- 3b.** Section 551.072 – To discuss and consider purchase, exchange, lease or value of real property for municipal purposes and all matters incident and related thereto.

The Executive Session was not held.

- 4. Reconvene in Regular Session and take any action necessary as a result of the Closed Session.**
- 5. Adjourn.**

The meeting was adjourned at 5:06 p.m. on Wednesday, January 28, 2015.

These minutes approved on the 10th day of February, 2015.

**APPROVED:**

  
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Ray Smith, Mayor

**ATTEST:**

  
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Robyn Battle, Town Secretary