



CITY COUNCIL BUSINESS PLAN FY2016 Goals and Objectives

GOAL 1) ENHANCE THE QUALITY OF LIFE IN DESOTO

- A. Collaborate with Best Southwest Cities, with the primary focus on DeSoto, for public transportation services, such as a trolley or shuttle.
1. Explore and implement a pilot transportation program, targeting the senior citizen and disabled population.
 - a. Seek private partnerships within the region.
 1. Care Flight paid transportation service
 2. Fee-based shuttle service
 3. Red Cross fee-based service
 - b. Host a summit with faith-based partnerships within the region.
 1. DeSoto Police and Clergy (DPAC)
 2. Host a Town Hall Meeting to update the public about ongoing Best Southwest transportation efforts.
CITY COUNCIL AND ALL DEPARTMENTS (Quarters 1-4)
 3. Explore the feasibility of implementing elements of the Transportation Study.
CITY COUNCIL AND PARKS & RECREATION (Quarters 1-4)
 4. Explore funding and/or grant opportunities for a transportation program in DeSoto.
 - a. Contact Federal officials and/or NCTCOG regarding possible funding assistance.
CITY COUNCIL (Quarters 1-4)
 - b. Contact legislators to inquire about grant opportunities.
CITY COUNCIL (Quarters 1-4)
- B. Continue DeSoto's online presence through the City website and social-networking sites, to improve communication and promote our image as a progressive All-America City.

APPROVED BY CITY COUNCIL ON 09-15-15

1. Promote mobile application use of push-notification technology.
 - a. Go Request App
 - b. 4-1-1 Mobile App
 - c. Engage DeSoto
 - d. Code Red Text Notifications
 - e. City of DeSoto App
2. Frequently review the City website to ensure information is current and accurate.
3. Expand opportunities for use of “Notify Me” email and/or text notifications sent via the City website.
4. Expand use of the “Engage DeSoto” services.
5. Explore auto-dial alternatives to the existing Code Red services that allow for citizen notifications by phone.

ALL DEPARTMENTS (Quarters 1-4)

C. Increase the value of commercial assets through new development and redevelopment.

1. Encourage development of the Central Park Plaza node of the Hampton Road Redevelopment Plan.
 - a. Research feasibility of acquiring land in the proposed Central Park Plaza area.
2. Encourage development on the remaining undeveloped areas at the intersection of Belt Line Road and Westmoreland Road. Facilitate growth and development in the Northwest Medical District.
3. Support the effort to attract new retail tenants to the Town Center Project.
4. Provide assistance, as appropriate, for the redevelopment of the areas along the Hampton Road Corridor.
5. Encourage potential developers to acquire or retrofit the former Kmart building.
6. Encourage the development of a civic/events center.
7. Explore commercial, retail and industrial businesses on which to focus for City-wide economic development.
8. Provide, as appropriate, assistance for the continued development around the heliport area.

DESOTO ECONOMIC DEVELOPMENT CORPORATION, CITY COUNCIL, CITY MANAGER'S OFFICE (Quarters 1-4)

D. Seek employment-focused economic development.

1. Publish announcements in the City Lights Newsletter and the DeSoto Economic Development Corporation website.
2. Advertise announcements on City median marquis.

DESOTO ECONOMIC DEVELOPMENT CORPORATION AND PUBLIC INFORMATION OFFICER (Quarters 1-4)

- E. Explore youth employment/career opportunities.
1. Continue to support the Library Teen Summit and Job Fair.
 2. Continue to support the Parks & Recreation Youth Career Camp effort, as part of the Summertime on Belt Line Program.
 3. Form new partnerships for mentoring, job training, and employment.
 4. Continue to host the Mayor for a Day, Police Chief for a Day, Municipal Judge for a Day, and Fire Chief for a Day Programs.
- MAYOR, LIBRARY, PARKS & RECREATION, POLICE DEPARTMENT, POLICE DEPARTMENT, FIRE DEPARTMENT, AND MUNICIPAL COURT (Quarters 1-4)*

GOAL 2) ENCOURAGE CONTINUED CITY DEVELOPMENT AND THE PROMOTION OF SMART GROWTH

- A. Consider initiating zoning changes and/or amendments, to City development standards, as result of the completed Comprehensive Plan.
- CITY COUNCIL, PLANNING & ZONING COMMISSION, AND DEVELOPMENT SERVICES (Quarters 1-4)*

GOAL 3) CONTINUE LEADERSHIP ROLE IN COLLABORATIVE EFFORTS IN COMMUNITY AND ECONOMIC DEVELOPMENT WITHIN THE REGION

- A. Continue discussions regarding the Regional Economic Development Initiative with the Best Southwest Partnership.
- CITY COUNCIL AND DESOTO ECONOMIC DEVELOPMENT CORPORATION BOARD (Quarters 1-4)*
- B. Explore the possibilities of a TIF agreement with Dallas County for the area along the I-35 corridor.
1. Pose to Dallas County the idea and request their lead in the discussions with other entities.
- CITY COUNCIL AND DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)*

GOAL 4) MAINTAIN DESOTO AS A SAFE, CLEAN, AND ATTRACTIVE COMMUNITY

- A. Develop and update the 2017-2021 Capital Improvement Plan.
- CITY COUNCIL, CITY MANAGER'S OFFICE, AND DEVELOPMENT SERVICES (Quarters 1-4)*

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- B. Implement the FY2016 Capital Improvement Plan.
DEVELOPMENT SERVICES (Quarters 1-4)
- C. Create an incentive program that assists Hampton Road businesses with façade and exterior upgrades
DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)
- D. Explore the feasibility of placing fencing/screening along major thoroughfares.
DEVELOPMENT SERVICES AND CODE ENFORCEMENT (Quarters 1-4)
- E. Continue to implement a Domestic Violence Awareness and Prevention Program.
 - 1. Finalize implementation of the two-year Domestic Violence Strategic Plan, by continuing efforts to empower those affected by domestic violence and advocate for change through awareness, prevention, intervention, outreach, recovery, and abuse mitigation by providing access to spiritual legal, compassionate, and financial resources.
 - a. Employ prevention measures and awareness initiatives, such as social media posts, website, billboards, water bill inserts and other printed material, as well as presentations at area schools, churches, and non-profit organizations.
 - 2. Explore partnerships in furtherance of the Program mission.
 - a. Public and private schools
 - b. Churches
 - c. Non-profit organizations
 - d. Public-private partnerships
 - 3. Implement violence intervention, mitigation and recovery initiatives.
 - a. Create a civilian crime-victim advocate position within the Police Department, to proactively identify and encourage the use of recovery resources for domestic violence victims.
 - b. Create a resource repository within the Police Department, to provide for concise resource coordination.
 - c. Provide counseling services for victims, children, and abusers.
 - d. Create a support, intervention, and relational model
 - i. Training members of the DeSoto Police and Clergy (DPAC) Ministers On Call Program
 - 4. Videotape a roundtable discussion for the Domestic Violence Awareness and Prevention Program.
 - 5. Present Mayoral Proclamations for Domestic Violence Awareness Month in October, Teen Domestic Violence Awareness Month in February, and Sexual Assault Awareness and Prevention Month in April.

*CITY COUNCIL, POLICE DEPARTMENT, AND DOMESTIC VIOLENCE
ADVISORY COMMITTEE (Quarters 1-4)*

GOAL 5) RECOGNIZE, PRESERVE AND CELEBRATE DESOTO'S HISTORY

- A. Capture and provide to the public DeSoto's history (other than Nance Farm).
 - 1. Update the Juneteenth booklet.
DESOTO, TEXAS HISTORICAL FOUNDATION BOARD (Quarters 2-3)
 - 2. Videotape a Focus on DeSoto Today session that showcases the contributions of DeSoto citizens.
MAYOR, PUBLIC INFORMATION OFFICER, DESOTO TEXAS HISTORICAL FOUNDATION BOARD (Quarters 1-4)

- B. Explore the feasibility of hosting a multi-cultural museum at Nance Farm.
DESOTO, TEXAS HISTORICAL FOUNDATION BOARD, CITY MANAGER'S OFFICE (Quarters 1-4)

GOAL 6) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES

- A. The City Council will host an Employee Appreciation Luncheon in the spring of 2016.
CITY COUNCIL (Quarters 2-3)

- B. Continue to enhance the Employee Wellness Program to encourage employee fitness and health improvements.
HUMAN RESOURCES (Quarters 1-4)

GOAL 7) BECOME A DESTINATION FOR ARTS, FAMILY ENTERTAINMENT AND SPORTS

- A. Continue partnerships with the Chamber of Commerce Convention and Visitors Bureau and DeSoto hoteliers, to develop a regional audience for events taking place in City of DeSoto facilities.
PUBLIC INFORMATION OFFICER AND PARKS AND RECREATION (Quarters 1-4)

- C. Install signage at the BMX facility to clearly depict the City of DeSoto name.
PARKS AND RECREATION (Quarter 1)

- D. Collaborate with the DeSoto Economic Development Corporation, the DeSoto Independent School District, and private entities to construct a natatorium in DeSoto.

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CITY COUNCIL, DESOTO ECONOMIC DEVELOPMENT CORPORATION, AND PARKS & RECREATION (Quarters 1-4)

- D. Explore an entertainment venue that will target youth-focused events.
DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)
- E. Explore a movie-grill type venue.
DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)
- F. Build partnership with the DeSoto Independent School District, to enhance the Facility Use Agreement to include arts/theatre venue.
CITY COUNCIL AND PARKS & RECREATION (Quarters 1-4)

GOAL 8) BUILD A STRONGER SENSE OF COMMUNITY

- A. Increase involvement of the Veterans Affairs Committee.
MAYOR, CITY SECRETARY, AND PUBLIC INFORMATION OFFICER (Quarters 1-4)
- B. Consider the construction of a military memorial display (i.e., a memorial park).
CITY COUNCIL, PARKS & RECREATION, CITY SECRETARY, PUBLIC INFORMATION OFFICER, AND DESOTO, TEXAS HISTORICAL FOUNDATION BOARD (Quarters 1-4)
- C. Publicly recognize and celebrate significant accomplishments/service of citizens, City volunteers and City employees.
 - 1. Hometown Hero Program
 - 2. Partnership Breakfast
 - 3. City Council Meeting Recognition
 - 4. Social Media Recognition*ALL DEPARTMENTS (Quarters 1-4)*
- D. Increase City Councilmember participation in neighborhood associations.
CITY COUNCIL (Quarters 1-4)
 - 1. Provide to each Councilmember a list of associations within each Council District.
ASSISTANT CITY MANAGER - COMMUNITY INITIATIVES (Quarter 1)

GOAL 9) ENHANCE STRATEGIES FOR MARKETING THE DESOTO COMMUNITY

- A. Create press releases and/or social media posts to promote good news about the City.
ALL DEPARTMENTS AND PUBLIC INFORMATION OFFICER (Quarters 1-4)

- B. Create a Marketing Plan and implementation strategy.
DESOTO ECONOMIC DEVELOPMENT CORPORATION, ASSISTANT CITY MANAGER - ADMINISTRATION, AND PUBLIC INFORMATION OFFICER (Quarters 1-4)

- C. Construct an electronic LED billboard and negotiate an in-kind land lease along the Interstate 35 thoroughfare.
 - 1. Seek preliminary commitments totaling at least \$100,000 from advertisement clients.
CITY COUNCIL, DEVELOPMENT SERVICES, PUBLIC INFORMATION OFFICER, AND CITY MANAGER'S OFFICE (Quarters 1-4)

GOAL 10) MAINTAIN MUNICIPAL TRANSPARENCY

- A. Continue to provide ethics training for elected officials, appointed officials, and City employees.
CITY COUNCIL, ALL BOARDS AND COMMISSIONS, AND ALL DEPARTMENTS (Quarters 1-4)

- B. Implement the policy for the proper use of the social media by elected and appointed officials.
CITY SECRETARY AND CITY COUNCIL (Quarters 1-4)

- C. Implement a hotline that offers an avenue for reporting fraud.
AUDIT AND FINANCE COMMITTEE (Quarters 1-2)

- D. Initiate the process for selecting a new Enterprise Resource Planning (ERP) financial-reporting software system.
FINANCE DEPARTMENT, ALL DEPARTMENTS (Quarters 1-4)

GOAL 11) FOSTER INTERNATIONAL BUSINESS AND EDUCATION RELATIONSHIPS

- A. Continue to explore opportunities through Sister Cities International.
 - 1. Select and enter into an agreement with a friendship and/or sister city.
CITY COUNCIL AND CITY SECRETARY'S OFFICE (Quarters 1-4)