



## CITY COUNCIL BUSINESS PLAN FY2018 Goals and Objectives

### CITY COUNCIL VISION STATEMENT

*DeSoto is an All-America City, rich in history and educational opportunities, where people come to live, work and play in a prosperous, attractive, culturally-inclusive community that is a destination for arts, family entertainment and sports.*

#### 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. PHI Helicopter paid transportation service
      - 2. Fee-based shuttle service
      - 3. Red Cross fee-based service
      - 4. Star Transit pilot transportation service
    - b. Host a summit with faith-based partnerships within the region.
      - 1. DeSoto Police and Clergy (DPAC)  
*CITY COUNCIL (Quarters 1-4)*
  - 2. Host a Town Hall Meeting to update the public about ongoing Best Southwest transportation efforts.  
*CITY COUNCIL (Quarters 1-4)*
  - 3. Consult a transportation specialist to seek recommendations for implementation of elements of the Transportation Study and/or other transportation options not listed in the Study.  
*CITY COUNCIL (Quarters 1-4)*
  - 4. Consider amending the Taxi Cab Ordinance  
*CITY COUNCIL AND CITY MANAGER'S OFFICE (Quarters 1-2)*
  - 5. 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. Promote a healthier business climate in the City.
1. Host a bi-annual Mayor's Business Roundtable to provide an update on goings on in the City and to provide a forum to receive input and perspectives from businesses.
  2. Initiate discussions with businesses in the Industrial Park about a public-private partnership to help bring public transportation to that section of the City.  
*CITY COUNCIL (Quarters 1-4)*
- C. 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.
1. Promote mobile application use of push-notification technology.
    - a. Go Request App
    - b. 4-1-1 Mobile App
    - c. Code Red Text Notifications
    - d. City of DeSoto App
    - e. Text to 9-1-1*ALL DEPARTMENTS (Quarters 1-4)*
  2. Expand opportunities for use of "Notify Me" email and/or text notifications sent via the City website.  
*ALL DEPARTMENTS (Quarters 1-4)*
  3. Explore auto-dial alternatives to the existing Code Red services that allow for citizen notifications by phone.  
*ALL DEPARTMENTS (Quarters 1-4)*
  4. Enhance the events calendar on City website.  
*INFORMATION TECHNOLOGY AND PUBLIC INFORMATION OFFICER (Quarters 1-4)*
  5. Enhance public awareness and promote use of the 2-1-1 system to residents, as well as social-service providers.  
*INFORMATION TECHNOLOGY AND PUBLIC INFORMATION OFFICER (Quarters 1-4)*
- D. Increase the value of commercial assets through new development and redevelopment.
1. 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.
  2. Support the effort to attract new retail tenants to the Town Center Project.
  3. Provide assistance, as appropriate, for the redevelopment of the areas along the Hampton Road Corridor.
  4. Encourage potential developers to acquire or retrofit the former Kmart building.

**APPROVED BY CITY COUNCIL (09-19-17)**

5. Encourage development of vacant tracts along Interstate 35, from Centre Park Boulevard to Southpointe Drive.
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 AND CITY MANAGER'S OFFICE (Quarters 1-4)*

- E. Seek employment-focused economic development with an emphasis on professional employment.

*DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)*

- F. Promote job opportunities through various marketing mediums and job fairs.

*DESOTO ECONOMIC DEVELOPMENT CORPORATION, CHAMBER OF COMMERCE, AND PUBLIC INFORMATION OFFICER (Quarters 1-4)*

- G. Explore youth employment/career opportunities.

1. Continue to support the Parks & Recreation Summertime on Belt Line Program and other career-based workshops for high school students.
2. Form new partnerships for mentoring, job training, and employment.
3. 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.
4. Host the DeSoto Public Library "Best Southwest Everything Teen" Event, to promote career and leadership development for youth.
5. Host the Junior Civic Academy.

*MAYOR, CITY MANAGER'S OFFICE, LIBRARY, PARKS & RECREATION, POLICE DEPARTMENT, FIRE DEPARTMENT AND MUNICIPAL COURT (Quarters 1-4)*

- H. Consider renovation of the Library children's area and circulation desk area.

*LIBRARY (Quarters 1-4)*

**GOAL 2) 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)*

**GOAL 3) MAINTAIN DESOTO AS A SAFE, CLEAN, AND ATTRACTIVE COMMUNITY**

- A. Develop and update the 2019-2023 Capital Improvement Plan.  
*CITY COUNCIL, CITY MANAGER'S OFFICE AND DEVELOPMENT SERVICES (Quarters 1-4)*
- B. Implement the FY2018 Capital Improvement Plan.  
*DEVELOPMENT SERVICES (Quarters 1-4)*
- C. Enhance the Community Service Program.  
*CITY MANAGER'S OFFICE, MUNICIPAL COURT AND POLICE DEPARTMENT*
- D. Create an incentive program that assists retail/commercial businesses with façade and exterior upgrades.  
*DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)*
- E. Implement the construction of a screening wall along the south side of Wintergreen Road, between Pinnacle Peak and Mantlebrook Drive.  
*DEVELOPMENT SERVICES AND CODE ENFORCEMENT (Quarters 1-4)*
- F. Continue to implement a Domestic Violence Awareness and Prevention Program.
  - 1. Implement the two-year Domestic Violence Strategic Plan.
    - 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 resource repository within the Police Department, to provide for concise resource coordination.
    - b. Provide references for counseling services for victims, children, and abusers.
    - c. Create a support, intervention, and relational model.
      - 1. Train 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. Continue to 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 COMMISSION (Quarters 1-4)*

- G. Continue to maintain the Fire Department Public Protection Classification ISO 1 rating.
1. Educate the public about the ISO 1 rating for commercial businesses.  
*FIRE DEPARTMENT AND PUBLIC INFORMATION OFFICER  
(Quarters 1-4)*
  2. Utilize the ISO 1 rating to attract commercial businesses to DeSoto.  
*DESOTO ECONOMIC DEVELOPMENT CORPORATION  
(Quarters 1-4)*
- H. Enhance DeSoto's position as a leader in emergency preparedness for the Best Southwest Area and the State of Texas.
1. As the council of governments for Citizens Emergency Response Teams (CERTs) in the Best Southwest Area, enhance our relationship with the NCTCOG Emergency Preparedness Planning Council (EPPC).  
*CITY COUNCIL (Quarters 1-4)*

**GOAL 4) RECOGNIZE, PRESERVE AND CELEBRATE DESOTO'S HISTORY**

- A. Capture and provide to the public DeSoto's history (other than Nance Farm), by videotaping a Focus on DeSoto Today session that showcases the contributions of DeSoto citizens.  
*MAYOR, PUBLIC INFORMATION OFFICER AND DESOTO, TEXAS  
HISTORICAL FOUNDATION BOARD (Quarters 1-4)*
- B. Host a Civil Rights museum exhibit at Nance Farm.  
*DESOTO, TEXAS HISTORICAL FOUNDATION BOARD AND  
ASSISTANT CITY MANAGER - ADMINISTRATION (Quarters 1-4)*
- C. Host a virtual museum exhibit at Nance Farm and online.  
*DESOTO, TEXAS HISTORICAL FOUNDATION BOARD AND  
ASSISTANT CITY MANAGER - ADMINISTRATION (Quarters 1-4)*

**GOAL 5) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES**

- A. Explore expanding training and professional staff development programs to include on-site college courses geared toward a Bachelor's or Master's Degree in Business or Public Administration.
1. Hold meetings with area university officials to discuss hosting college courses at Town Center
  2. Conduct a cost assessment for the proposed educational program.
  3. Survey City employees to gather data on their levels of interest.

*CITY MANAGER'S OFFICE (Quarters 1-4)*

- B. The City Council will host an Employee Appreciation Luncheon in the spring of 2018.

*CITY COUNCIL (Quarters 2-3)*

- C. Continue to enhance the Employee Wellness Program to encourage employee fitness and health improvements.

*HUMAN RESOURCES (Quarters 1-4)*

**GOAL 6) 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 & RECREATION (Quarters 1-4)*

- B. Collaborate with the DeSoto Independent School District and private entities to create a long-term financial plan for the construction of a recreation center / aquatics center in DeSoto.

*CITY COUNCIL AND PARKS & RECREATION (Quarters 1-4)*

- C. Explore an entertainment venue that will target youth-focused events.

*DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)*

- D. Explore a movie-grill type venue.

*DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)*

- E. Promote use of the Corner Theater.

*PARKS & RECREATION AND ARTS COMMISSION (Quarters 1-4)*

**GOAL 7) BUILD A STRONGER SENSE OF COMMUNITY**

- A. Establish and appoint a Veterans Affairs Committee.

*MAYOR, CITY SECRETARY, PUBLIC INFORMATION OFFICER, LIBRARY, FIRE DEPARTMENT (Quarters 1-4)*

- 1. Formally create the Committee's mission and goals.

*CITY COUNCIL AND CITY SECRETARY (Quarters 1-4)*

- 2. Develop a resource-link page on the City website for veterans

*CITY SECRETARY, PUBLIC INFORMATION OFFICER AND INFORMATION TECHNOLOGY (Quarters 1-4)*

- B. Continue to provide opportunities for community engagement, such as

- 1. Mayor's Quarterly 360 Meeting with Homeowners' Associations

- 2. Workshops addressing mental health, cardiovascular diseases, wills and trusts, and financial literacy

*CITY COUNCIL, CITY MANAGER'S OFFICE (Quarters 1-4)*

- C. Publicly recognize and celebrate significant accomplishments/service of citizens, City volunteers and City employees.
  - 3. Hometown Hero Program
  - 4. Partnership Program
  - 5. City Council Meeting Recognition
  - 6. Boards and Commissions Banquet
  - 7. Adopt-A-Street Banquet
  - 8. Volunteer Appreciation Banquet

*ALL DEPARTMENTS (Quarters 1-4)*

**GOAL 8) 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. Update the community on the progress of Proposition 4.

*CITY MANAGER'S OFFICE, CITY SECRETARY AND PUBLIC INFORMATION OFFICER (Quarters 1-4)*
- C. Create the Marketing and Media Department within the City.
  - 1. Explore funding sources for implementing the marketing strategy, new or updated logo, and branding.

*CITY MANAGER'S OFFICE AND DESOTO CHAMBER OF COMMERCE CVB (Quarters 1-4)*
- D. Consider design and construction of a new Chamber of Commerce Convention and Visitors Bureau facility.

*CITY MANAGER'S OFFICE AND DEVELOPMENT SERVICES*

**GOAL 9) MAINTAIN MUNICIPAL TRANSPARENCY**

- A. Continue to provide ethics training for elected and appointed officials.

*CITY COUNCIL, ALL BOARDS AND COMMISSIONS AND ALL DEPARTMENTS (Quarters 1-4)*
- B. Evaluate the effectiveness of the newly-created hotline that offers an avenue for reporting fraud.

*AUDIT AND FINANCE COMMITTEE (Quarters 2 and 4)*
- C. Continue the process for selecting a new Enterprise Resource Planning (ERP) financial-reporting software system.

*FINANCE DEPARTMENT AND ALL DEPARTMENTS (Quarters 1-4)*