

CITY COUNCIL BUSINESS PLAN FY2020 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. Ongoing evaluation of the transportation program, targeting the senior citizens, disabled and general populations.
 - a. Evaluate fixed route 501 vs. On-Demand services
CITY COUNCIL, CITY MANAGER'S OFFICE (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. Explore funding and/or grant opportunities for a transportation program in DeSoto.
CITY COUNCIL (Quarters 1-4)
- B. Promote a healthier business climate in the City.
 - 1. Focus on Hampton Road and Town Center.
 - 2. Continue leadership role in collaborative efforts in community and economic development within the region.
CITY COUNCIL, DESOTO ECONOMIC DEVELOPMENT CORPORATION AND PUBLIC INFORMATION (Quarters 1-4)
- C. 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.
 - 2. 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. Explore commercial, retail and industrial businesses on which to focus for City-wide economic development.
 - a. Encourage potential developers to acquire or retrofit the former Kmart building.
 - b. Encourage development of vacant tracts along Interstate 35, from Centre Park Boulevard to Southpointe Drive.
 - c. Attend regional, state, and national trade shows for recruitment.
 - d. Host a commercial broker/realtor luncheon and tour.
6. Provide, as appropriate, assistance for the continued development around the heliport area.
7. Acquire Economic Development software platforms.
 - a. Conduct research on a retail leakage study and programs.

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

- D. Seek employment-focused economic development with an emphasis on professional employment.
1. Host a meeting and reception for physicians/lawyers and spouses.
 2. Support community focused economic development that encourages living-wage standards and local hiring.

DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

- E. Promote job opportunities through various marketing mediums and job fairs.
1. Explore supporting job readiness programming for residents.

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

- F. Explore youth employment/career opportunities.
1. Support DeSoto Parks & Recreation summer programs and career-based workshops for youth.
 2. Form new partnerships for mentoring, job training, and employment.
 3. Host the Mayor for a Day Program.
 4. Host the DeSoto Public Library "Best Southwest Everything Teen" Event, to promote career and leadership development for youth.
 5. Create and Implement the Youth Master Plan.
 6. Explore the feasibility of bringing youth services to DeSoto via non-profit partnerships.

CITY COUNCIL, CITY MANAGER'S OFFICE, LIBRARY, PARKS & RECREATION (Quarters 1-4)

- G. Continue renovation of the Library children’s and circulation desk areas.
LIBRARY (Quarters 1-4)
- H. Explore the feasibility of updating Moseley Pool.
PARKS & RECREATION (Quarters 1-4)
- I. Explore the feasibility of a public/private partnership with Thorntree Country Club.
ECONOMIC DEVELOPMENT, CITY COUNCIL (Quarters 1-4)

GOAL 2) MAINTAIN DESOTO AS A SAFE, CLEAN, AND ATTRACTIVE COMMUNITY

- A. Develop and update the 2020-2024 Capital Improvement Plan.
CITY MANAGER’S OFFICE, DEVELOPMENT SERVICES (Quarters 1-4)
- B. Implement the FY2020 Capital Improvement Plan.
DEVELOPMENT SERVICES (Quarters 1-4)
- C. Continue the Community Service Program.
CITY MANAGER’S OFFICE, MUNICIPAL COURT AND POLICE DEPARTMENT
- D. Initiate and market an incentive program that assists retail/commercial businesses with façade and exterior upgrades.
 - 1. Host an informational meeting to educate all business owners.
CITY COUNCIL, DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)
- E. Explore the feasibility of conducting the Hampton Road Corridor Study.
CITY COUNCIL, DESOTO ECONOMIC DEVELOPMENT CORPORATION, DEVELOPMENT SERVICES (Quarters 1-4)
- F. Continue to implement the Domestic Violence Awareness and Prevention Program.
 - 1. Increase awareness and visibility for the Domestic Violence Awareness and Prevention Program through:
 - a. Marketing and Communication outlets
 - b. Community events and awareness campaigns
 - c. Branding
 - 2. Create and promote various opportunities for community engagement and education.
 - a. Develop a Speakers Bureau
 - b. Host quarterly information workshops
 - c. Host annual community symposium

- d. Collaborate with DISD Drama Department to create a domestic violence skit
- 3. Develop a resource repository to provide for concise resource coordination for shelters, transitional housing, counseling, legal assistance, employment.
- 4. Provide support and intervention.
 - a. Lodging and counseling
 - b. Partner with public, private and non-profit organizations/agencies specializing in Domestic Violence.

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

- G. Continue to enhance DeSoto's position as a leader in emergency preparedness in the Best Southwest Area.
 - 1. Continue the support for Citizens Emergency Response Teams (CERTs).
 - 2. Collaboration with CERT to promote the Emergency Management Plan.

CITY COUNCIL, FIRE DEPARTMENT (Quarters 1-4)

- H. Create a resource and informational webpage for solar radar speed and stop signs.

DEVELOPMENT SERVICES, CITY ADMINISTRATION, POLICE DEPARTMENT (Quarters 1-4)

- I. Conduct town hall crime prevention awareness meetings.

POLICE DEPARTMENT (Quarters 1-4)

- J. Explore the feasibility of the Scenic City certification.

PARKS & RECREATION, DEVELOPMENT SERVICES (Quarters 1-4)

- K. Pursue the Tree City USA designation.

PARKS & RECREATION (Quarters 1-4)

- L. Participate in the Great American Clean-Up.

PARKS & RECREATION, (Quarters 1-4)

- M. Explore the feasibility of a rental registration program.

DEVELOPMENT SERVICES (Quarters 1-4)

- N. Explore a Multi-Family Crime Free Program pertaining to code enforcement.

- 1. Create community engagement between property managers and law enforcement.
- 2. Partner with multi-family property managers to create a crime watch program.
 - a. Conduct annual meetings with property managers.

3. Conduct safety/security property and building assessments (lighting/nuisance issues/locks/alarms/security cameras/ security officers).

POLICE DEPARTMENT, PUBLIC INFORMATION (Quarters 1-4)

- O. Explore the feasibility of implementing Impact Fees.

DEVELOPMENT SERVICES (Quarters 1-4)

GOAL 3) RECOGNIZE, PRESERVE AND CELEBRATE DESOTO'S HISTORY

- A. Capture and provide to the public DeSoto's history, by videotaping Focus on Leadership sessions that showcase the contributions of DeSoto citizens.

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

- B. Initiate a five-year plan to host the City of DeSoto's 75th (Diamond) Jubilee Celebration.

CITY COUNCIL (Quarters 1-3)

GOAL 4) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES

- A. Develop program or policies for the City of DeSoto to become an employer of choice.

1. Conduct employee exit surveys.

HUMAN RESOURCES (Quarters 1-4)

- B. Implement Paid Parental Leave for City of DeSoto employees with an effective date of October 1, 2019.

HUMAN RESOURCES

GOAL 5) 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, PARKS & RECREATION (Quarters 1-4)

- B. Explore a public-private partnership to create a long-term financial plan for the construction of a recreation center / aquatic center in DeSoto.

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

- C. Explore entertainment venues.

1. Meadow Creek Master Plan (skate park, amphitheater and recreation center)

2. A nationally recognized cinema chain (Studio Movie Grill, Alamo Drafthouse)

3. A family entertainment center (Main Event)
CITY COUNCIL, DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

D. Develop a Cultural Arts Master Plan.
PARKS & RECREATION, ARTS COMMISSION, PUBLIC INFORMATION (Quarters 1-4)

E. Market DeSoto as a family-oriented community.
PARKS AND RECREATION, LIBRARY, PUBLIC INFORMATION, ALL DEPARTMENTS (Quarters 1-4)

GOAL 6) BUILD A STRONGER SENSE OF COMMUNITY

A. Create a Veterans Affairs Committee webpage featuring information/links to resources, special services, and discounts offered by both local and regional business communities.

CITY COUNCIL, PUBLIC INFORMATION (Quarters 1-4)

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

1. Partner with established community events addressing mental health and cardiovascular disease.
2. Conduct town hall meetings and forums in different areas of the City.
3. Establish a conference call line for town hall forums.
4. Collaborate with other city sponsored events to showcase Boards and Commissions.

CITY COUNCIL, ALL DEPARTMENTS (Quarters 1-4)

C. Publicly recognize and celebrate significant accomplishments/services of citizens, students, City volunteers and City employees.

CITY COUNCIL, ALL DEPARTMENTS (Quarters 1-4)

D. Create collaborative goals through a strategic partnership with DeSoto ISD.

1. Develop a youth customer service initiative.
2. Participate in "It's Time Texas" Community Health Challenge.

CITY COUNCIL, CITY ADMINISTRATION (Quarters 1-4)

E. Explore opportunities for the community to participate in the budget process.

CITY COUNCIL, CITY ADMINISTRATION AND FINANCE (Quarters 1-4)

GOAL 7) ENHANCE STRATEGIES FOR MARKETING AND COMMUNICATIONS TO THE DESOTO COMMUNITY

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

- B. Create the Marketing and Media Department within the City.
 - 1. Hire a marketing consultant to create a formal marketing strategy.
 - 2. Develop promotional videos.
 - 3. Develop a communication strategy to share information to the public.
 - 4. Explore funding sources for implementing the marketing strategy, new or updated logo, and branding.*CITY MANAGER'S OFFICE, DESOTO CHAMBER OF COMMERCE, CVB (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. Continue to enhance the City of DeSoto calendar on the website by including all Department events.
INFORMATION TECHNOLOGY AND PUBLIC INFORMATION (Quarters 1-4)

- D. Explore the feasibility of redesigning the City's website.
INFORMATION TECHNOLOGY AND COMMUNICATION MANAGER (Quarters 1-4)

GOAL 8) MAINTAIN MUNICIPAL TRANSPARENCY

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

- B. Start the implementation process for the new Enterprise Resource Planning (ERP) financial-reporting software system.
FINANCE DEPARTMENT, ALL DEPARTMENTS (Quarters 1-4)

- C. Update Five-Year Vision Plan.
 - 1. Implement the Project Management System.
CITY MANAGER'S OFFICE, ALL DEPARTMENTS (Quarters 1-4)

 - 2. Host a town hall and seek feedback from community stakeholders.
CITY COUNCIL (Quarters 1-4)

 - 3. Complete a community survey.
CITY MANAGER'S OFFICE, PUBLIC INFORMATION (Quarters 1-4)

D. Encourage, track and maintain minority business participation for City contracts.

1. Partner with Best Southwest Cities to improve minority participation.
2. Host a minority vendor outreach seminar.
3. Explore and implement a small business program with regional certification agency.
4. Explore the feasibility to develop or utilize disparity study, possibly the City of Dallas.

CITY MANAGER'S OFFICE, FINANCE DEPARTMENT, ALL DEPARTMENTS (Quarters 1-4)