



## CITY COUNCIL BUSINESS PLAN FY2017 Goals and Objectives

### CITY COUNCIL VISION STATEMENT

*DeSoto is an All-America City, rich in history, 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. 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)  
*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. Explore the feasibility of implementing elements of the Transportation Study.  
*CITY COUNCIL (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)*

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- 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.
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)*
- 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. 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.
  5. Encourage the development of a civic/events center.
  6. Explore commercial, retail and industrial businesses on which to focus for City-wide economic development.
  7. 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)*
- 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 Parks & Recreation Youth Career Camp effort, such as part of the Summertime on Belt Line Program.

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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 Library “Everything Teen” Event, to promote career and leadership development for youth.

*MAYOR, LIBRARY, PARKS & RECREATION, POLICE DEPARTMENT, POLICE DEPARTMENT, FIRE DEPARTMENT AND MUNICIPAL COURT (Quarters 1-4)*

- F. Consider re-design 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 2018-2022 Capital Improvement Plan.

*CITY COUNCIL, CITY MANAGER’S OFFICE AND DEVELOPMENT SERVICES (Quarters 1-4)*

- B. Implement the FY2017 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. Implement the construction of fencing/screening along the south side of Pleasant Run Road, between Shadywood Lane and Hunters Creek Drive.

*DEVELOPMENT SERVICES AND CODE ENFORCEMENT (Quarters 1-4)*

- E. 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.

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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 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)*

- F. 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)*
- G. Develop a Debris Management Plan and present it for FEMA approval.

*ASSISTANT CITY MANAGER – COMMUNITY INITIATIVES AND ALL DEPARTMENTS (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. Explore the feasibility of hosting a multi-cultural museum at Nance Farm.

*DESOTO, TEXAS HISTORICAL FOUNDATION BOARD AND ASSISTANT CITY MANAGER - ADMINISTRATION (Quarters 1-4)*

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- C. Explore the feasibility of hosting 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. The City Council will host an Employee Appreciation Luncheon in the spring of 2017.

*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 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 AND 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. 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)*

- F. Develop a “black box” theater.

*PARKS & RECREATION AND DEVELOPMENT SERVICES (Quarters 1-2)*

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

- A. Increase involvement of the Veterans Affairs Committee.

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

**FINAL VERSION – Approved by City Council on 09-06-16**

1. Develop a Resolution to officially recognize the Veterans Affairs Committee  
*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. 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)*

**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. Explore the feasibility of creating a 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 (Quarters 1-4)*

**GOAL 9) MAINTAIN MUNICIPAL TRANSPARENCY**

- A. Continue to provide ethics training for elected officials, appointed officials, and City employees.  
*CITY COUNCIL, ALL BOARDS AND COMMISSIONS, HUMAN RESOURCES AND ALL DEPARTMENTS (Quarters 1-4)*
- B. Implement a hotline that offers an avenue for reporting fraud.  
*AUDIT AND FINANCE COMMITTEE (Quarters 1-2)*
- C. Continue the process for selecting a new Enterprise Resource Planning (ERP) financial-reporting software system.  
*FINANCE DEPARTMENT AND ALL DEPARTMENTS (Quarters 1-4)*