

AGENDA

Special City Council Meeting and Workshop

5:00 PM - Tuesday, March 30, 2021

Terrell Service Center, 400 Industrial Blvd., Terrell, TX



Mayor Rick Carmona

Council Members

District 2 - Grady Simpson

District 3 - Mayrani Velazquez

District 4 - Charles Whitaker

District 5 - Tim Royse

City Manager Mike Sims

NOTICE IS HEREBY GIVEN that the Terrell City Council will conduct a Special City Council Meeting and Workshop at 5:00 p.m. on Tuesday, March 30, 2021, at Terrell Service Center located at 400 Industrial Blvd. The meeting is open to the public with limited seating in the Training Room. Recommendations of the CDC regarding social distancing will be practiced during the course of the public meeting to slow the spread of the Coronavirus (COVID-19).

If you choose not to attend in person and you wish to submit public comments, email support@cityofterrell.org and title the email "Public Comment". All public comments submitted by 12:00 pm on Tuesday, March 30, 2021 will be provided to the City Council members and read into the record for the Tuesday, March 30, 2021 City Council Meeting.

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1. CALL TO ORDER

2. INVOCATION

3. PLEDGE TO AMERICAN FLAG AND TEXAS FLAG.

4. MAYOR AND COUNCIL COMMUNITY RECOGNITION AND EVENTS

5. HEAR REMARKS FROM VISITORS.

This time is set aside on the agenda to invite any person to address the Council on issues not subject to a public hearing. Routine administrative matters are best discussed with the appropriate City Staff before bringing them to the Council. Prior to the meeting, please complete a "Citizen Participation Form" and present it to the City Secretary. In accordance with the Texas Open Meetings Act, Section 551.042, the City Council cannot discuss, consider, or take action on matters not listed on the agenda. Speakers should limit their comments to 3 minutes and are asked to speak into the microphone provided, identifying themselves for the record. The total amount of time set aside for this place on the agenda is 15 minutes. Comments of a personal nature directed at the Council or Staff are inappropriate.

6. DISCUSSION ITEMS

- | | | |
|------|---|---------|
| 6.1. | Discuss Public Services Department Strategic Plan. Public Services Goals (03262021) | 4 - 32 |
| 6.2. | Discuss Strategic Plan Overview. Strategic Plan FY22 | 33 - 40 |
| 6.3. | Discuss Strategic Plan City Council Priorities. Vision and Goal Statements from Mayor and Council 3-30 | 41 - 42 |
| 6.4. | Discuss Mid-Year Budget Amendment. | |

7. ADJOURN INTO EXECUTIVE SESSION IN ACCORDANCE WITH SECTION 551 OF THE TEXAS GOVERNMENT CODE TO DISCUSS THE FOLLOWING:

Section 551.072 Deliberations Regarding Real Property.
Section 551.074 Personnel Matters.

8. RECONVENE INTO REGULAR SESSION AND CONSIDER ACTION, IF ANY, ITEMS DISCUSSED IN EXECUTIVE SESSION.

9. ADJOURN.

I, the undersigned authority, do hereby certify that the above NOTICE OF MEETING of the Governing Body of the City of Terrell is a true and correct copy of said NOTICE, which has been posted on the front OUTDOOR BULLETIN BOARD CABINET FOR AGENDAS of the Terrell City Hall, Terrell, Texas, a place convenient and readily accessible to the General Public and on the website at cityofterrell.org, and which has been continuously posted for a period of seventy-two (72) hours prior to the date and time said meeting was convened.
Posted Friday, March 26, 2020 –5:00 p.m.

Dawn Steil, City Secretary

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at 972-551-6600 for further information. Braille is not available.

Council Reserves the Right to Adjourn into Executive Session to Seek Legal Counsel on a Matter Which the Canon of Legal Ethics Demands to Preserve the Attorney-Client Privilege Pursuant to Section 551.071(2) of the Texas Government Code.



Public Services Strategic Plan FY22-24

The Public Services Department Mission:

- Serving as a leader in providing reliable and efficient services acting as first responders in servicing, supporting and educating the community and helping all departments be successful in individual Departments missions.

Public Service Department Values:

- Teamwork – Working within the Public Service Department and external departments or partners to effectively provide quality services.
- Communication – Providing the right information, to the right people, at the right time.
- Skill – The ability to perform work necessary through proper training.
- Adaptability – Cheerfully fulfilling new and challenging tasks at a moments notice.

1.3 Fleet 3-Year Goals

- Review additional staffing to service Emergency Response fleet equipment
- Continue efforts to replace aging Dump Trucks and other Heavy Equipment
- Restructure Fleet Staff

1.3 Fleet 3-Year Goals

- Reduce per vehicle maintenance and operations cost
- Expand Fleet as to accommodate expansion of staff/operations
- Continue Transition from ownership models to lease models
- Transition to partnership-based public sector fuel purchasing
- Maintain an effective fleet replacement schedule

Fleet Transition Update

Survey of Cars and Pickups (Non Emergency)

To date

22 Total Owned vehicles

26 Total Leased

Total Units 48

After 3 Years

0 Total Owned

100% Leased

Police Fleet Transition Update

To date

12 Total Owned vehicles

23 Total Leased
5 units out for upfit

Total Units 40

After 3 Years

0 Total Owned

100% Leased

Fire Fleet Transition Update

To date

0 Total Owned vehicles

7 Total Leased

Total Units 7

After 3 Years

0 Total Owned

100% Leased

Buildings Accomplishments

- City Hall Improvements - \$160k
- Old City Hall Improvements -\$25k
- COVID-19 disinfect process done by staff to reduce cost

FY22 City Hall Improvements Phase II

| Project | Estimated Cost |
|------------------------------------|-----------------|
| Signage Upgrades | \$10,000 |
| Dumpster Relocation & Enclosure | \$15,000 |
| Landscaping | \$5,000 |
| Sidewalk Extension | \$1,500 |
| Remodel Restrooms | \$30,000 |
| Interior Finish out Package | \$10,000 |
| Council Chambers ADA Ramp & Carpet | \$20,000 |
| | \$91,500 |

(Does not include HVAC replacement)

Building Maintenance 3-Year Goals

- Adopt a more proactive approach to aging buildings
- Continue phased approach to remodel of City Hall
- Renovate Old City Hall
- Fire Department Admin Facilities
- Animal Shelter – Transition for scale down use
- Upgrade HVAC at several City buildings

2.3 Public Services Emergency Support Goals

- Conduct Emergency Simulation with Emergency Coordinator to establish operational goals to improve performance standards for various emergency events
- Enhance staff training for emergency response
- Refine a Rapid Response Team
- Improve response stockpile of supplies and equipment

STREETS PROJECT UPDATES

Sidewalk Improvements 2021 (Excel, TVCC), City Project No. 20-08

- Advertise for bids.
- Respond to contractor questions.
- Tentative construction start date of June 25th.

Street Maintenance Program 2021, Project No. 21-01

- Crack seal and crack fill completed and punch list work completed.
- Fog seal and herbicide pavement treatment.
- Asphalt spot repairs
- Utilize Pavement data from Robotics to design, bid and advertise pavement maintenance project.
- Funding Park pavement improvements

Safe Routes to School Project No. 17-07

- Completion date March 2021

Downtown Revitalization Phase II Project No. 20-18

- Received official award letter for the Grove Street Sidewalk project.
- Specific timelines are pending
- Kick off conference call scheduled with TDA in late-February
- Contract via DocuSign in late February or Early March.
- The sidewalk grant will have a 3/1/2021 start date.
- Council items on the March agenda.
- Engineering Consultant is scheduled to proceed with the environmental review and design.

Local Streets Goals

- Annually monitor and maintain streets based on Robotics/SPI platform
- Increase street maintenance funding to match Robotics/SPI recommendations; including blade and grade projects
- Implement quality improvements with street lighting, street signs and street markings
- Implement \$2M Asphalt Pavement improvements and find additional mechanisms for local street reconstruction projects
- Determine a set of streets appropriate for a “big capital campaign”, coordinate those with water, wastewater and stormwater capital projects

Drainage

Projects Completed

- Small open Drainage Project funds spent in current budget \$70,000
Sparks Street – Campbell – Rose St- etc
- Budgeted \$120,000 for South Rockwall Drainage Project
(Storm Water fund).
Completed project well under budget. Project Cost: \$19,000



Drainage Maintenance Goals

- Annually monitor and maintain drainage along open drainage ditches
- Implement Crisp and Clean Priority Projects
- Address Drainage Improvement Needs along Alamo Creek

Active Youth Programs

Collaboration with various local organizations

- Baseball and Softball League Play
- Baseball and Softball Tournaments
- Soccer
- Football League
- Summer Track & Field Program
- Tennis Tournaments (TISD)
- Guard Games (Swimming)

PARKS DEPARTMENT

Deferred Maintenance Update

General

- Shade Structures for Existing Playground

Breezy Hill

- Paving: Sidewalk Trail Phase I and II

Arlie White

- Paving: Sidewalk Trail Phase I and Gazebo Phase II
- Design of Parking lot paving plan

Stallings

- Siren Relocation

Ben Gill

- Selection of playground equipment
- Existing playground Equipment parts replaced and painted
- Swimming Pool Plaster & Slide Maintenance

Playground Safety Inspection (Example Pay As You Go Option)

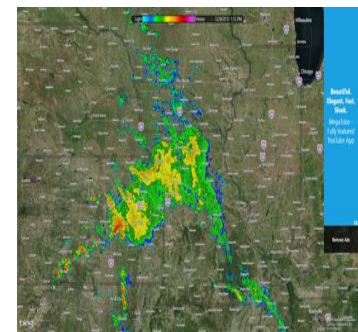
- Get City Staff certified as National Recreation and Parks Association Certified Playground Safety Inspectors (CPSI) Cost-\$1,800.00
- Apply recommendations of CPSI
- Minimize the liability of the city
- Fund through Annual Pay As You Go program



Proactive Weather Warning Platform

(Example Pay As You Go Option)

- Parameters can be preset for events in the park (Time, Dates, and strike radius)
- Alerts go out to multiple personnel
- Audio/ Visual alarms can be strategically placed throughout the park system to alert all at one time. Visual siren will stay on until threat is outside of strike radius. Set by staff/ City Policy
- Triangulated by the National Weather Society for 99.9% accuracy
- No one has to be onsite for alarms to sound
- Total cost for all Terrell Parks \$104,750



INCREMENTAL PARK IMPROVEMENT

(Example Pay As You Go Option)

Ben Gill Park:

- Install New Restroom Facilities
- Repave Parking at multiple locations

Breezy Hill Park:

- Install New Restrooms
- Use Recon and Land preservation around Park for sidewalk/trail expansion
- Close Polk Street

Arlie White Park:

- Utilize pending land donations to leverage major grant

Stallings Park:

- Clear and beautiful land preservation area
- Continue drainage improvements

Kings Creek Park:

- Manage hog population
- Establish evergreen landscape Buffer between future I20 Frontage Rd and main portion of Park
- Protect West side of Kings Creek from development
- Develop plans to provide sound wall in coordination with I20 project (Capital Project)

4.2 Parks/Recreation Goals

- Increase Youth Sports Offerings
- Increase event offerings (Juneteenth, Play Date, etc.)
- Implement PADIC Park Lighting Projects
- Land Acquisitions consistent with Park Master Plan
- Establish an annual Park improvement Pay As You Go program to address equipment replacement and upgrades
- Set Pay As You Go priorities with Park Board/ PADIC Board input

Youth Sports & Recreation Tourism Goals

Become the destination of choice for parks, youth recreation and youth sports tourism.

1. Continue to explore area that would be suitable for development of destinations for sports tourism activity.
2. Conduct study to determine the viability of sports tourism and target uses
3. Explore partnerships and joint ventures with TISD, TVCC, sports teams, organizers and developers which align with market findings.
4. Develop a marketing strategy to target sports clusters that have the greatest propensity for success
5. Integrate sports tourism marketing on the city website
6. Create partnerships with land owners/developers for new and expanded park and recreation land/facilities

Projected Swimming Pool 2021 Season

ITEM 6.1.

Pool Hours of Operation: (Subject to change due to COVID-19)

Monday thru Thursday = Swim Lesson 9:00am to 11:00am & 6:00pm to 8:00pm

Monday thru Saturday = Public Swim 1:00pm to 5:00pm

Saturday & Sunday = Pool Parties (Not offered at this time)

Pool Dates of Operation: (Subject to change due to COVID-19)

Opening Date - Monday June 7, 2021 thru Sunday August 8, 2021

Pool Staff: Lifeguards, Water Safety Instructors, and Covid-Monitors

Start recruitment and advertisement in February (reaching out to TISD)

Training to start late-March - April = incorporating blended learning online, classroom and in water skills and practice



Terrell Municipal Swimming Pool

3-Year Goals

- Renovate shower/locker rooms (add roof)
- Remove vegetation
- Replace pool deck
- Splash Pad
- Install rinsing shower that is accessible from pool deck
- Safety Signage

4.4 Sanitation Goals

- Oct 1, 2021 Phase in planned Franchise fee increase
- Current extension of contract extended beginning January 26, 2021 under Section 12 of the Original Solid Waste Collection Contract to February 15, 2023. No change in rates
- Provide Council the opportunity to discuss service changes

4.5 Airport Operations

- Average weekly takeoffs - 30
- Average annual fuel sales – 80,000 gallons
- Hangar Occupancy - 100 %
- Airport traffic increased by 20 % over last 5 years
- Charter Flights have increased by 5 %

Tenant Occupancy

- 80 T-Hangars
- 4 Box Hangars
- 8 Storage Hangars
- 7 Industrial Hangars/Land Lease

4.5 Airport Operation Goals

- Work with FBO to improve customer service
- Adjust finances to reduce need to rely on major land leases
- Manage events to reduce staff support costs
- Recruit additional activity and operations
- Develop plan to build additional T-hangars
- **Increase Hangar lease rates**

Public Services Organization

| | Current Staff | Future |
|----------------------------|---------------|--|
| Director | 1 | |
| Streets/Drainage/Buildings | 13.5 | Add additional Operator& Maintenance Positions |
| Parks | 5 | Add Grounds Keeper & Maintenance Positions |
| Garage | 4 | Restructure |
| Youth Services/Pool | 1 | Add Support Staff |
| | 24.5 | Need to Grow Staff |

Note: Add Seasonal staff

Questions?

Preliminary Draft City of Terrell Strategic Plan



FY22, FY23, FY24

Strategic Plan Themes

The Themes

1. Our Citizens benefit when we are efficient and relentless: Operational Goals
2. Our Citizens benefit when we are the partner of choice: Partnership Goals
3. Our Citizens benefit when we are is a great place for commercial investment and job creation: Development Goals
4. Our Citizens benefit when we are diligent in maintaining and enhancing infrastructure: Construction Goals
5. Our Citizens benefit when we set and achieve Quality of Life benchmarks: Quality of Life Goals

Our Citizens benefit when we are efficient and relentless

Major Operational Goals

- Add multiple staff in Police Department to meet growth in calls/demand for service and to maintain/improve recent anti-narcotics successes
- Add multiple staff in municipal development to improve customer service and stay ahead of development
- Stabilize operations with single new positions for finance clerk, assistant city manager, assistant fire marshal
- Keep the budget growing to meet out city's needs
- Expand library and youth recreation staff concurrent with budget availability to grow programs
- Train, evaluate and retain the dedicated staff we have
- Plan for retirements and cross train for resilience
- Expand Spanish language skill sets
- Add Downtown security and "polish" functions
- Crisp and clean everyday
- Control IT spending while enhancing IT footprint
- Maintain balanced annual approach to fleet

Our Citizens benefit when we are the partner of choice

Major Partnership Goals

- Utilize regional animal shelter for pay-per-night services
- Utilize Garland/Mesquite radio system for emergency communication improvements
- Update NTMWD contract for growth and access to capital funds
- Plan new county sub courthouse with new municipal court element
- Negotiate partial CCN buyouts ahead of growth demands
- Work with NCTCOG/RTC on a wide range of grants and cooperative programs
- Work with TXDOT to improve maintenance, lower costs and obtain benefits from state capital investment
- Improve partnerships with TSHS/TDEM to put Covid-19 behind us and improve resiliency
- Negotiate voluntary annexations and new TIRZ Districts with surrounding major land owners
- Partner with NETRMA on outer loop planning and creative infrastructure finances
- Implement projects from the County Transportation Interlocal Agreement

ITEM 6.2.

- Enhance workforce, school district, TVCC, and other education partnerships

Our Citizens benefit when Terrell is a great place for commercial investment and job creation

Major Development Goals

- Update comprehensive plan zoning and subdivision ordinances to raise the standard
- Attract and open new retail, restaurants, lofts and entertainment downtown
- Support great mixed use hubs in Downtown, Crossroads, and TVCC Health Science Center; support a great retail destination at Shops at Terrell
- Foster high quality development and preservation in the Big Brushy Creek corridor by partnering for water, sewer, outer loop improvements with a variety of partners
- Promote more high quality residential infill
- Attract more quality, high wage employers
- Add a university presence and a hospital/medical center

Our Citizens benefit when our core infrastructure meets the needs

Major Construction Goals

- Build Temple, Blanche and South Alley as concrete complete streets
- Reconstruct North Alley, sections of Apache Trail and Metro Drive
- Reconstruct the Mukleroy Building to serve as a destination amenity
- Select and engineer the road, water, sewer, drainage sidewalks, lighting and parking for the Town Square Development, including quiet zones and complete streets on US 80 and Spur 226
- Identify and engineer a second NTMWD take point as well as the water distribution system for big brushy creek corridor development
- Acquire land for a new library/community center, 3 fire stations, park expansions, lake area protection zones
- Fully implement smart water meters
- Finalize Kings Creek WWTP improvements
- Complete the US 80, FM 148, SH 205 reconstruction
- Work with TXDOT to start construction on IH 20 frontage rows at FM 148
- Implement enhanced approaches to street maintenance based of robotics/SPI
- Implement enhanced approach to storm water based on drainage study

Our Citizens benefit when we set and achieve quality of life benchmarks: Quality of Life Goals

Quality of Life Goals

- Design and Perform a thorough Quality of Life Audit
- Utilize the results of the Quality of Life Audit to set a range of Quality of Life Goals
- Establish Financial Plans and Partnerships necessary to build and operate the Capital Improvements and/or Operational Improvements identified in the Audit

Vision and Goal Statements from Mayor and Council

- Build trust with residents, ensuring continuity and equitable service to each District.
- Continue working to improve streets, making maintenance a top priority.
- Show appreciation for efforts of city employees, make sure Council has opportunity to attend the Annual Employee Appreciation event as well as other opportunities.
- Change the community mindset, aim for higher standards and focus on a culture of pride by ensuring city properties/facilities are well maintained, including streets, sewer, lighting, sanitation and other city assets. Also, encourage and hold community members responsible for maintaining their properties.
- Work on unification, identifying the city by Districts rather than by North and South or East and West.
- Give equal attention to public facilities across the city, plan and implement neighborhood level infrastructure projects.
- Continue to prepare for growth and continue to encourage growth.
- Demand budget transparency and ensure Council objectives are in line with city expenditures.
- Focus attention on our infrastructure. Pay attention to details - mowing, paint, street sweeping.
- Address needed park improvements across all City park facilities.
- Ensure that all city entrances are given equal attention, specifically addressing the East entrance of the city.
- Continue to work diligently to secure a first-class medical facility.
- Work to continue to change the perception of Terrell by improving safety and quality of life.
- Provide good services and amenities.
- Sell Terrell by continuing efforts on business expansion and retention, including facilitating an event center with hotel.
- Increase and improve communication with citizens including educating community members about city services and creating and enhancing healthy community relationships.
- Plan for new facilities: library, fire station, etc.
- Improve safety (i.e. improve lighting, reduce flood prone areas, increase police patrol to reduce drug flow/sales, other illegal activity, 18-wheeler trucks driving in neighborhoods, increase patrol and pick-up of stray animals).
- Provide quality service waste/trash pick-up.
- Continue to prepare for city growth with an emphasis on partnerships at federal, state, regional and local levels to ease the burden of cost.

Vision and Goal Statements from Mayor and Council

[illegible]