

**CITY OF LUBBOCK
REGULAR CITY COUNCIL MEETING
June 29-30, 2006
7:30 A. M.**

The City Council of the City of Lubbock, Texas met in special session on the 29th day of June, 2006, at the Medlock Ranch, Post, Texas at 9:00 A. M.

7:30 A.M. Participants departed City Hall for Post, Texas

9:00 A.M. CITY COUNCIL CONVENED
Medlock Ranch, Post, Texas

Present: Mayor David A. Miller; Mayor Pro Tem Jim Gilbreath; Council Member Gary O. Boren; Council Member Linda DeLeon; Council Member Phyllis Jones; Council Member John Leonard; Council Member Floyd Price; Lee Ann Dumbauld, City Manager; Anita Burgess, City Attorney; and Rebecca Garza, City Secretary

Absent: No one

Citizens

Present: Juan Munoz, Ralph Ferguson, David Thetford, Paul Stell, Linda Gaither, Linda Greenstreet, and Cindy Jumper

Staff

Present: Rob Allison, James Loomis, Marsha Reed, Scott Snider, Jeff Yates, Mark Yearwood

Support Staff

Present: Cheryl Brock, Randy Henson, Jeff McKitto, Dixon Platt, and Celia Webb

1.1. Discuss and deliberate a Strategic Plan for the City of Lubbock, including goals, events, venues, paths, plans or opportunities, as they may impact the city or any department thereof, or any other entity that provides services for or on behalf of the City of Lubbock.

1. Mayor Miller called the meeting to order at 9:00 A.M.
2. Mayor introduced Jim Bertram who laid out the agenda for the two-day retreat, which was:
 - “Ground Rules” for participation
 - Definition of “Planning”
 - Definition of “Future”
 - Strategic Planning Process and City of Lubbock Mission
 - “Strategic Issues” v. “Tactical Issues”

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10:30 A.M. CITY COUNCIL RECESSED

10:45 A.M. CITY COUNCIL RECONVENED

- How far in Strategic Planning Process at this Retreat?
- “Milestones and Key Historical Events” (in Lubbock’s development)
- What events, venues, characteristics or assets make Lubbock unique,what sets Lubbock apart from other cities?

12:00 P.M. CITY COUNCIL RECESSED FOR LUNCH

1:20 P.M. CITY COUNCIL RECONVENED

Council continued Strategic Planning

- Envisioning Lubbock’s “Desired Future” – Create a “Word Picture” of the ideal envisioned Lubbock of the future.
- Define key “Paths” (Goals) to achieve Lubbock’s envisioned “desired” future.
- Divide into breakout groups by identified Goals to initiate a SWOT analysis of the strengths, weaknesses, opportunities or threats that, if properly addressed, would help achieve the Goals.

3:00 P.M. CITY COUNCIL RECESSED

3:15 P.M. CITY COUNCIL RECONVENED

- Report SWOT Analysis to group by breakout Goal topics.
- Prioritize Goals as to relative impact on achieving the Vision.
- Approve, by consensus, the “Draft Strategic Vision” and “Draft Strategic Goals”.

5:20 P.M. CITY COUNCIL RECESSED TO POST, TEXAS FOR RECEPTION

5:30 P.M. Depart for Post

6:00 P.M. Arrive at Hotel Garza in Post for Reception

6:15 P.M. CITY COUNCIL RECONVENED

The following guests attended the reception: **Slaton** – Mayor Laura Lynn Wilson and City Manager Roger McKinney; **Post** – City Manager Richard Walton; **Brownfield** – Mayor Bobby Brewer and City Manager Eldon Jobe; **County Judges** – Lubbock County-Tom Head, Garza County-Giles Dalby and wife Nelda, Lynn County -H.G. Franklin

6:30 P.M. Dinner served

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8:00 P.M. CITY COUNCIL RECESSED

Continue meeting until June 30, 2006

Departed Post for Lubbock

Friday, June 30, 2006

7:15 A.M. Participants arrived at City Hall

7:30 A.M. Participants departed City Hall for Post

9:00 A.M. Mayor Miller reconvened the meeting at 9:00 A.M.

- o Continued discussion of Goals, Vision, and Strategy

11:50 A.M. LUNCH

1: 15 P.M. CITY COUNCIL RECONVENED

Continued discussion of Goals, Vision, and Strategy

During the two-day planning process, the group members presented many ideas on key words that would reflect the Vision, Mission, and Value statements for the City of Lubbock organization. The group arrived at “draft” Vision, Mission, and Values for the City.

VISION

Partnering to build the Model Community

MISSION

Serve with Humility, Lead with Passion, Commit to Excellence

CORE VALUES

(The Core Values are set up to guide all City employees and officials as they carry out their various tasks to achieve the Mission. The first letter of each value creates the word “SPIRIT”.)

- Service
- Professionalism
- Integrity
- Respect
- Innovation
- Teamwork

A draft of the Strategic Plan (Goals and Strategies) is shown below.

Goal: Assure and Sustain a Healthy, Safe and Secure Community.

1. Take steps to ease the load on emergency rooms in hospitals because of uninsured patients.
2. Increase funding for the operation of the City-County Health Department.
3. Determine the feasibility of the “Meet/Confer” option to mediate police and fire pay and conditions of employment issues.
4. Develop contingency plans for a possible Bird flu pandemic.
5. Seek state and national recognition for outstanding safety accomplishments in Lubbock.
6. Improve partnerships with the County on public safety and transportation issues.
7. Provide sufficient funding for proper Municipal Court operations.
8. Improve mental health service delivery to avoid the increase of MHMR clients being forced into the criminal justice system.
9. Reduce the incidence of STD incidences and publicize our successes to improve Lubbock’s image in this area.
10. Improve the systems of prairie dog eradication and improve publicity on the reason for controls.
11. Establish creative programs and incentives for physical fitness for children and adults.
12. Increase funding to fully staff police and fire department.
* Provide sufficient funding to compete nationally for employees.
13. Upgrade and modernize the animal shelter.
14. Upgrade and modernize the communication system for police, fire and codes administration.

Goal: Promote Strong, Coordinated Economic Development that Provides Opportunity for all Citizens.

1. Establish a unique image for Lubbock based on unique strengths and improve Lubbock’s image to “outside world.”
2. Create a vibrant tourism and visitor attraction program.
3. Develop consistent programs and training for business friendliness.
4. Improve communication and coordination among LEDA, Chambers, City and Reese Technology Center.
5. Increase funding amounts and sources for economic development.

6. Create partnerships with Texas Tech University.
7. Become the “National Center for Geriatrics”.
8. Emphasize “regionalism” in economic development.” What is good for one city is good for the region”
9. Create the “Model Downtown Development.”
10. Protect against reductions in air service resulting from a possible repeal of the Wright Amendment.
11. Protect against the loss of state and federal funding for numerous services and programs.
12. Improve education opportunity partnerships with local government and other systems.

Goal: Develop and Support Innovative Arts, Cultural, Entertainment and Recreational Programs and Facilities.

1. Complete development of the Jim Bertram Canyon Lakes System with phased construction of grade separations with roadway and bike and hike trails.
2. Expand opportunities for alcohol sales concessions at festival and civic events.
3. Institute new national and international speaker series.
4. Develop a linear park in southwest Lubbock.
5. Update the Parks and Recreation Master Plan for Lubbock.
6. Develop a comprehensive Bicycle Master Plan for Lubbock.
7. Develop new and sustainable funding options for arts, cultural development in Lubbock.
8. Develop new multicultural events; International Cultural Festival in cooperation with the International Cultural Center at Tech along the Canyon Lakes. (Food, dress, music of the cultures)
9. Improve advertising and marketing of events within the community.
10. Connect the Entertainment District with the Canyon Lakes.
11. Do not move the Tech/A&M game to the metro area.
12. Mitigate the negative impacts of environmental permitting for new parks.

Goal: Develop Excellent, Innovative and Sustainable Public Infrastructure Systems (electric, water, sewer, solid waste, transportation, telecommunication) for Lubbock and the Region.

1. Develop adequate water transmission line capacity to deliver water supplies to Lubbock.
2. Develop a multi-level policy to minimize depletion of Lubbock's water sources.
* E-T "smart" irrigation systems * tap groundwater & jerkwater for irrigation
3. Assure creative and multiple ways to recycle and reuse Lubbock's water.
4. Push for Legislative guarantees that Lubbock retains ownership of discharged reuse water in streambeds.
5. Complete the Rail Transfer Facility at Reese Technology Center.
6. Develop Lubbock's storm water as a new water source through down stream reservoirs.
7. Oppose legislative attempts to add costs and delays to legitimate acquisition of right-of-way for future thoroughfares.
8. Improve the timing and synchronization of traffic lights.
9. Establish a bike path system in northwest Lubbock.
10. Oppose toll road funding of future thoroughfare planning.
11. Establish effective means of replacing needed paving materials for seal coating and building new streets.
12. Determine the feasibility of constructing an "Outer Loop" for Lubbock and the region.
13. Aggressively market the availability of industrial land and general aviation capacity at Preston Smith International Airport.
14. Investigate the feasibility of going to smaller buses for some or all of the Citibus fleet for greater operation efficiency.
15. Investigate cheaper fuel alternatives for Citibus fleet.
16. Improve marketing techniques to increase the ridership on Citibus.
17. Explore large-scale lower cost use of alternative sources for generating electrical power.
18. Expand development of the Wi-Fi system.
19. Expand the storm water drainage master plan to include Northwest Lubbock.

Goal: Assure and Maintain Sound, Trustworthy Governance and Financial Management.

1. Establish strong legislative and political ties that further Lubbock's and the region's best interests.
2. Establish effective succession planning in key City positions.
3. Improve cross training for City employees.
4. Establish consistent application of City employee policies.
5. Mitigate the impacts of pending TCEQ and EPA revisions in policies and regulations.
6. Find ways to mitigate the rising costs of energy on City operations.
7. Develop an effective and efficient tracking and status system for citizen complaints.
8. Improve the City's system(s) to disseminate information internally and externally to the public.
9. Partner with other local entities to consolidate appropriate administrative functions.
10. Find ways to minimize the impacts of rising health benefits costs.

Goal: Maintain Quality Neighborhoods and Land Use Development and a Positive Urban Image.

1. Pursue sustainable, rounded out growth patterns that use infrastructure and services more efficiently.
2. Upgrade deteriorating housing stock by initiation of housing code inspections of rental R-1, R-2 and multifamily housing.
3. Increase use of housing mix densities to minimize negative aspects of urban sprawl.
4. Assure proper design, construction and inspection of new construction to avoid built-in deterioration.
5. Pursue legislative ability to coordinate with counties to control land use quality in the city's ETJ to avoid inherited substandard development in future annexations.
6. Improve Lubbock's "open space" policy to avoid unsightly "storm drainage" holding ponds.
7. Support initiatives to revitalize central and Downtown Lubbock.
8. Remove or mitigate negative land uses in southeast, east and northeast Lubbock to encourage more rounded out development, such as wrecking yards and Leuters Feed Lot.

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9. Encourage smaller, compact yards in residential development to cut down on water use. * Change Zoning to allow greater lot coverage.
10. Encourage high quality commercial and residential development on the rims of the Canyon Lakes System.
11. Encourage the Traditional Neighborhood Development TND concept for new residential development.
12. Collect on liens and/or foreclose on abandoned and deteriorating properties in downtown, north and east Lubbock to package property for redevelopment.
13. Expand the “Neighborhood Association” system to get greater involvement at all levels of political and civic opportunities.
14. Adopt the updated Comprehensive Land Use Plan to guide Lubbock as a “model city”.

3:34 P.M. CITY COUNCIL ADJOURNED

There being no further business to come before Council, Mayor Miller adjourned the meeting.