

LEWISVILLE CITY COUNCIL

REGULAR SESSION

JULY 20, 2015

Present:

Rudy Durham, Mayor

Council Members:

R Neil Ferguson, Mayor Pro Tem
Greg Tierney, Deputy Mayor Pro Tem (Absent)
Leroy Vaughn
TJ Gilmore
Brent Daniels

City Staff:

Donna Barron, City Manager
Steve Bacchus, Assistant City Manager
Melinda Galler, Assistant City Manager
Eric Ferris, Assistant City Manager
Julie Heinze, City Secretary
Lizbeth Plaster, City Attorney

WORKSHOP SESSION – 3:30 P.M.

With a quorum of the Council Members present, the workshop session of the Lewisville City Council was called to order by Mayor Durham at 3:32 p.m. on Monday, July 20, 2015, in the City Council Conference Room of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas. All City Department Heads were in attendance.

Cooksey Reports

(Agenda Item A)

Director of Communication and Tourism introduced the following representatives from Cooksey Strategic Communications: Colby Walton, Senior Vice President and Kelly Hardwick, Account Supervisor. Mr. Walton conducted the attached PowerPoint Presentation for City Council review.

Councilman Gilmore questioned what the breakdown between internal and external customers was for the report. Mr. Walton advised that it was about a 40/60 split. Mr. Kunke pointed that there was a list of participants located in the report if City Council was interested.

WORKSHOP SESSION – 3:30 P.M.

Cooksey Reports (cont'd)

(Agenda Item A)

Discussion was held regarding responses from the apartment sector of Lewisville and how to further assist getting information out to apartment residents. Sustainability Manager Lisa Weaver and Director of Communications and Tourism James Kunke both recommended the need for additional outreach programs and working with apartment managers to place posters in their mail rooms as an effective method. Mr. Kunke pointed out that apartment residents tend to handle their mail differently than single family dwellers and do not necessarily maintain mailed out documentation.

Discussion was held regarding the suggestion to add additional staff to the Communications Department. City Manager Donna Barron pointed out that when Mr. Kunke started with the City of Lewisville 15 years ago it was as the Public Information Officer and his position had grown to include tourism, arts, and festivals. She further pointed out that when Mr. Kunke is on vacation the City Manager is currently the next person in line for media calls and that may not be the best option. Further discussion was held regarding the potential funding for additional staffing from the Fire/Crime sales tax for communication.

Councilman Vaughn questioned the use of the City's cable channel and what Mr. Walton thought of its effectiveness. Mr. Walton advised that they did not view it as one of the key communication methods due to the limited audience. Discussion was held that anything that was shown on the cable channel was now available via the City's website.

The current Communication Department structure was reviewed versus the proposed Communication Department structure. Councilman Gilmore noted that this comparison was fairly broad for the whole department and requested to see a comparison that was broken down for the Communications section of the Department. City Manager Donna Barron advised that there would be a slide in the budget workshop to break that down.

Discussion was held regarding brochures and advertisement preparation and utilizing an outside source. At the questioning of the City Council, Mr. Kunke advised from a consistency standpoint, he prefers to go with one person doing these types of informational documents.

Mayor Pro Tem Ferguson advised that the branding and building of an image was very important to him and he expressed his pleasure with this report as presented.

WORKSHOP SESSION – 3:30 P.M.

Charter Review Final Recommendations

(Agenda Item B)

Mayor Durham acknowledged both former Mayor Gene Carey and City Council Member Lathan Watts' presence and thanked them for their input as members of the Charter Review Commission. City Manager Donna Barron presented the attached PowerPoint Presentation.

Councilman Vaughn questioned the slide regarding City Council compensation and if the City Council would still be below the market. Former Mayor Gene Carey pointed out that they would still be above some of the cities. City Manager Donna Barron indicated that if approved by the voters, they would still be comparable to the other cities surveyed. City staff pointed out that cities that did not compensate their City Council had not been included in the survey, such as Flower Mound. Councilman Vaughn questioned if the Commission had considered giving the City Council an annual increase, such as the 3% City employees typically received. Former Mayor Gene Carey advised that it had been considered; however, the Commission Members felt that since the Charter Review Commission was required to be appointed every five years that should be left up to their recommendation. City Manager Donna Barron pointed out that only the City of Grapevine currently did that, all other cities handled it through the Charter Review Commission.

At the request of the City Council, City staff advised that there would be no financial impact allowing the City Council Members to utilize the clinic; however, the impact of adding them to the health plan would be significant.

Discussion was held regarding the City Council structure due to future annexation and that there had been a split between residency districts, single member districts, and no change to the current City Council structure among the City Charter Review Commission. City Manager Donna Barron explained that one of the difficulties of this decision was really understanding when Castle Hills would come on board. She advised that she felt it could be as early as 2020.

Discussion was held regarding Section 8.04 of the Charter and the recommended change by the commission.

City Manager Donna Barron reviewed the potential election dates and advised that they could choose some, all, or none of the recommendations as presented to take to the voters. Former Mayor Gene Carey expressed concern for calling a City Charter Amendment Election at the same time as a bond election. City Manager Donna Barron expressed concern about the limited amount of time to educate the public on the two elections. Discussion was held regarding holding the bond election in November 2015 and possibly holding the City Charter Amendment election in May of 2016. City Manager Donna Barron pointed out that most of the items recommended to be considered by the Charter Review Commission, with the exception of City Council pay increases, health clinic, and procedures for appointment, State law would prevail on if there was a conflict.

WORKSHOP SESSION – 3:30 P.M.

Charter Review Final Recommendations (cont'd)

(Agenda Item B)

Discussion was held that it made more sense to take everything at once than pick and choose different issues as presented. City Manager Donna Barron pointed out that the only concern would be the public education in an election. Councilman Gilmore advised he was in favor of seeing a Charter Amendment Election done in May 2016; however, he did preferred that the requirement for a Planning and Zoning Member to own real property be maintained (8.04). Discussion was held between Councilman Gilmore and Mayor Pro Tem Ferguson regarding maintaining this requirement as Mayor Pro Tem Ferguson did not agree with this requirement.

City Manager Donna Barron advised that City staff would need to know tonight if the City Council had any interest in holding a Charter Amendment Election in November 2015. Councilman Daniels advised that he did not want to overwhelm voters in November with a Bond Election and Charter Amendment Election, and felt it should be considered with May election. He pointed out that he would be up for reelection in May and he did not have a concern with it on the same ballot as a City Council election. The consensus of the City Council was to direct City staff to consider holding a Charter Amendment election in May 2016.

Further discussion was held that previously cities were allowed four election dates, not just the two allowed for May and November and therefore had been able to hold their Charter Amendment outside of City Council or November elections.

**GO Bond Program/Utility Fund Capital
Plan/ Utility Fund Rates**

(Agenda Item C)

City Manager Donna Barron conducted the attached PowerPoint Presentation.

Mayor Durham recessed the City Council meeting at 5:57 p.m. for a break and reconvened at 6:31 p.m.

WORKSHOP SESSION – 6:30 P.M.

**Discussion of Regular Agenda Items and
Consent Agenda Items**

(Agenda Item D)

Mayor Durham reviewed Agenda Item A, Invocation. There was no discussion on this item.

WORKSHOP SESSION – 6:30 P.M.

**Discussion of Regular Agenda Items and
Consent Agenda Items (cont'd)**

(Agenda Item D)

Mayor Durham reviewed Agenda Item B, Pledge to the American and Texas Flags. There was no discussion on this item.

Mayor Durham reviewed Agenda Item C, Presentations: 1) Recognition of Keep Lewisville Beautiful (KLB) as Recipient of the 2015 Governor's Community Achievement Award (GCAA), Presented by Keep Texas Beautiful (KTB) and; 2) Certificates of Appointment and Oaths-of-Offices to Reappointed and Newly Appointed Members of the City's Boards/Commissions/ Committees. There was no discussion on this item.

Mayor Durham reviewed Agenda Item D-1, Public Hearing: Consideration of a Request to Annex a 0.418 Acre Tract of Land, Generally Located East of Standridge Drive, North of Hebron Parkway, West of Swan Forest Drive and South of Sir Tristram Lane and More Specifically Described in Exhibit "A" of the Petition for Annexation of Lands, at the Request of the Landowner, CH PH 9, LLC. There was no discussion on this item.

Mayor Durham reviewed Agenda Item D-2, Public Hearing: Consideration of a Request to Annex a 0.418 Acre Tract of Land, Generally Located East of Standridge Drive, North of Hebron Parkway, West of Swan Forest Drive and South of Sir Tristram Lane and More Specifically Described in Exhibit "A" of the Petition for Annexation of Lands, at the Request of the Landowner, CH PH 9, LLC. There was no discussion on this item.

Mayor Durham reviewed Agenda Item D-3, Public Hearing: Consideration of an Ordinance Granting a Special Use Permit (SUP) With Two Associated Variances to the Lewisville City Code of Ordinances Including Section 6-123 (d) Interior Landscaping; and Section 6-162 (a)(27) Parking Requirements; for a Self-Storage Facility on a 0.801-Acre Tract of Land; Legally Described as a Portion of Lot 1R-2, Block C of the McGee Addition Phase III, Located in the Southwest Quadrant of McGee Lane and FM 407; and Zoned Light Industrial (LI), as Requested by G&A Consultants, With Permission From McGee Lane Self-Storage, Inc., the Property Owner (Case No. SUP-2015-06-06). There was no discussion on this item.

Mayor Durham reviewed Agenda Item D-4, Public Hearing: Consideration of an Ordinance Granting a Zone Change From Multi-Family Two (MF-2) District to Medical District (MD); on a 7.317-Acre Lot, Legally Described as Lot 1R, Block B, Crossroads Centre South Addition; Located at the Northwest Corner of Windhaven Parkway and Cookie Lane at 2500 Windhaven Parkway, as Requested by Discovery Senior Living, the Property Owner (Case No. PZ-2015-07-10). There was no discussion on this item.

WORKSHOP SESSION – 6:30 P.M.

**Discussion of Regular Agenda Items and
Consent Agenda Items (cont'd)**

(Agenda Item D)

Mayor Durham reviewed Agenda Item D-5, Public Hearing: Consideration of an Ordinance Granting a Zone Change From Multi-Family Two (MF-2) District to Townhouse Two Residential (TH-2) District, on a 0.0723-Acre Lot Legally Described as Lot 4, Block B, Greenvally Addition No. 1, Located on the West Side of Alice Lane, Approximately 75 Feet North of Kathy Lane, as Requested by Agam Patel and Nirupaben Patel, the Property Owners (Case No. PZ-2015-06-08). There was no discussion on this item.

Mayor Durham reviewed Agenda Item D-6, Public Hearing: Consideration of an Ordinance Granting a Zone Change From Old Town Mixed Use 2 (OTMU2) District to Parking District (PK); on a 0.403-Acre Lot, Legally Described as Lot 9R, Block 22 of the Kealy Addition, Located on the North Side of E. Main Street, West of Railroad Street, at 541 East Main Street, as Requested by Alex Paint and Body, LLC, the Property Owner (Case No. PZ-2015-06-09). City Manager Donna Barron advised that the applicant had submitted a request to withdraw this item. There was no further discussion on this item.

Mayor Durham reviewed Agenda Item E, Visitors/Citizens Forum. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-7, Approval of City Council Minutes of the July 6, 2015, Workshop Session and Regular Session. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-8, Approval of an Amendment to a Project Utility Adjustment Agreement With AGL Constructors, the Design Build Developer for I-35E Managed Lanes Project, Related to Funding and Construction of Utility Adjustments Along I-35E in Lewisville; and Authorization for the City Manager to Execute the Agreement. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-9, Approval of an Agreement for Ad Valorem Tax Billing and Collection Between the City of Lewisville and Denton County for Fiscal Year 2015-16; and Authorization for the City Manager to Execute the Agreement. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-10, Approval of a Resolution Accepting the Fiscal Year 2016 Financial Plan of the Denco 9-1-1 District. There was no discussion on this item.

WORKSHOP SESSION – 6:30 P.M.

**Discussion of Regular Agenda Items and
Consent Agenda Items (cont'd)**

(Agenda Item D)

Mayor Durham reviewed Agenda Item G-11, Consideration of a Variance to Lewisville City Code, Section 2-201, Fee Schedule, Regarding Waiving the Adoption Fee for the Upcoming “Clear the Shelter” Adoption Event to be Held Conjointly With Multiple Participating City Shelters and Other Animal Organizations Throughout Texas and the United States on August 15, 2015. There was no discussion on this item.

Mayor Durham reviewed Agenda Item G-12, Consideration of a Variance to Lewisville City Code, Section 2-201, Fee Schedule, Regarding Waiving the Deposit and Fees for Use of the Community Room at the Municipal Annex for the US Army Reserves for the Memorial Service of Sergeant Colby Bozo on August 16, 2015. There was no discussion on this item.

Mayor Durham reviewed Agenda Item G-13, Consideration of an Ordinance Authorizing the Issuance and Sale of City of Lewisville, Texas, General Obligation Refunding Bonds, Series 2015; Levying a Tax in Payment Thereof; Authorizing the Execution and Delivery of a Bond Purchase Agreement, A Paying Agent/Registrar Agreement and an Escrow Agreement; Calling Certain Bonds for Redemption; Approving the Official Statement; and Enacting Other Provisions Relating Thereto. Jason Hughes, Senior Vice President, FirstSouthwest briefly reviewed bond sale documents for this item and the following item with the City Council. There was no further discussion on this item.

Mayor Durham reviewed Agenda Item G-14, Consideration of an Ordinance Authorizing the Issuance and Sale of City of Lewisville, Texas, Waterworks and Sewer System Revenue Refunding and Improvement Bonds, Series 2015; Providing for the Security for and Payment of Said Bonds; Authorizing the Execution and Delivery of a Bond Purchase Agreement, A Paying Agent/Registrar Agreement and an Escrow Agreement; Calling Certain Outstanding Bonds for Redemption; Approving the Official Statement; and Enacting Other Provisions Relating Thereto. There was no discussion on this item.

Mayor Durham reviewed Agenda Item H, Reports: 1) City of Lewisville Comprehensive Medical Plan Report; and 2) Second Quarter 2015 Boards/Commissions/Committees Attendance Reports There was no discussion on this item.

Mayor Durham reviewed Agenda Item I-Closed Session. There was no discussion on this item.

WORKSHOP SESSION – 6:30 P.M.

At the request of Mayor Durham, assisted by Assistant City Manager Bacchus and Director of Budget Gina Thompson, City Manager Donna Barron continued the PowerPoint Presentation regarding GO Bond Program/Utility Fund Capital Plan/ Utility Fund Rates.

With no further discussion, the workshop session of the Lewisville City Council was adjourned at 6:55 p.m. on Monday, July 20, 2015.

REGULAR SESSION - 7:00 P.M.

With a quorum of the Council Members present, the regular session of the Lewisville City Council was called to order by Mayor Durham at 7:00 p.m. on Monday, July 20, 2015, in the Council Chambers of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas.

Invocation

(Agenda Item A)

At the request of Mayor Durham, Councilman Gilmore gave the invocation.

Pledge to the American and Texas Flags

(Agenda Item B)

Mayor Durham gave the pledge to the American and Texas flags.

Presentation: Recognition of Keep Lewisville Beautiful (KLB) as Recipient of the 2015 Governor's Community Achievement Award (GCAA), Presented by Keep Texas Beautiful (KTB)

(Agenda Item C-1)

Mayor Durham read and presented recognition of Keep Lewisville Beautiful (KLB) as of the 2015 Governor's Community Achievement Award (GCAA) to Amy Wells and Robert "Dan" Carter with Keep Lewisville Beautiful.

Presentation: Certificates of Appointment and Oaths-of-Offices to Reappointed and Newly Appointed Members of the City's Boards/Commissions/ Committees

(Agenda Item C-2)

Mayor Durham read and presented Certificates of Appointment and City Secretary Julie Heinze conducted the Oaths-of-Offices to Reappointed and Newly Appointed Members of the City's Boards/Commissions/ Committees.

Public Hearing: Consideration of a Request to Annex a 0.418 Acre Tract of Land, Generally Located East of Standridge Drive, North of Hebron Parkway, West of Swan Forest Drive and South of Sir Tristram Lane and More Specifically Described in Exhibit “A” of the Petition for Annexation of Lands, at the Request of the Landowner, CH PH 9, LLC

(Agenda Item D-1)

On June 30, 2015, CH PH 9, LLC, the owner of approximately 0.418 acres within the extraterritorial jurisdiction of the City, generally located east of Standridge Drive, north of Hebron Parkway, west of Swan Forest Drive and south of Sir Tristram Lane, as more particularly described in Exhibit “A” of the Petition for Annexation of Lands (the “Property”), filed with the City Secretary a petition requesting the Property be annexed by the City. The City is authorized by law to annex the Property but must hold two public hearings regarding annexation prior thereto. This public hearing represents the first of two public hearings necessary before the annexation can be formally approved. Notice for this public hearing has been properly posted.

The City staff’s recommendation was that the City Council conduct the first of two public hearings on the proposed annexation.

Mayor Durham opened the public hearing.

Assistant City Manager Eric Ferris read the following language into record:

**City of Lewisville
Annexation Service Plan
For the Approximately 0.418 Acres of Real Property,
Generally Located East of Standridge Drive, North of Hebron Parkway, West of Swan
Forest Drive and South of Sir Tristram Lane**

Municipal services will be provided at the same level for the annexed area as for other parts of the City with similar land uses and population densities, in accordance with Section 43.056 of the Local Government Code. Such services, which will be provided immediately, will include police and fire protection, emergency medical services, solid waste collection, maintenance of public roads, maintenance of parks, if any and maintenance of water and wastewater facilities, if any. All other publicly owned facilities will be maintained effective immediately in the same fashion as other such facilities in the City. Upon annexation, the acquisition and construction of capital improvements necessary for providing municipal services adequate to serve the area will be provided in accordance with state law. that email language he sent me.

Public Hearing: Consideration of a Request to Annex a 0.418 Acre Tract of Land, Generally Located East of Standridge Drive, North of Hebron Parkway, West of Swan Forest Drive and South of Sir Tristram Lane and More Specifically Described in Exhibit “A” of the Petition for Annexation of Lands, at the Request of the Landowner, CH PH 9, LLC (cont’d)

(Agenda Item D-1)

Mayor Durham advised that Drew Keith, 2624 Grail Meadow Court, Lewisville, Texas, representing Bright Realty, was present to answer any questions posed by City Council.

MOTION: Upon a motion made by Mayor Pro Tem Ferguson and seconded by Councilman Gilmore, the Council voted five (4) “ayes” and no (0) “nays” to close the public hearing. The motion carried.

Public Hearing: Consideration of a Request to Annex a 0.418 Acre Tract of Land, Generally Located East of Standridge Drive, North of Hebron Parkway, West of Swan Forest Drive and South of Sir Tristram Lane and More Specifically Described in Exhibit “A” of the Petition for Annexation of Lands, at the Request of the Landowner, CH PH 9, LLC

(Agenda Item D-2)

On June 30, 2015, CH PH 9, LLC, the owner of approximately 0.418 acres within the extraterritorial jurisdiction of the City, generally located east of Standridge Drive, north of Hebron Parkway, west of Swan Forest Drive and south of Sir Tristram Lane, as more particularly described in Exhibit “A” of the Petition for Annexation of Lands (the “Property”), filed with the City Secretary a petition requesting the Property be annexed by the City. The City is authorized by law to annex the Property but must hold two public hearings regarding annexation prior thereto. This public hearing represents the second of two public hearings necessary before the annexation can be formally approved. Notice for this public hearing has been properly posted.

The City staff’s recommendation was that the City Council conduct the second of two public hearings on the proposed annexation.

Mayor Durham opened the public hearing.

Assistant City Manager Eric Ferris read the following language into record:

Public Hearing: Consideration of a Request to Annex a 0.418 Acre Tract of Land, Generally Located East of Standridge Drive, North of Hebron Parkway, West of Swan Forest Drive and South of Sir Tristram Lane and More Specifically Described in Exhibit “A” of the Petition for Annexation of Lands, at the Request of the Landowner, CH PH 9, LLC (cont’d)

(Agenda Item D-2)

**City of Lewisville
Annexation Service Plan
For the Approximately 0.418 Acres of Real Property,
Generally Located East of Standridge Drive, North of Hebron Parkway, West of Swan
Forest Drive and South of Sir Tristram Lane**

Municipal services will be provided at the same level for the annexed area as for other parts of the City with similar land uses and population densities, in accordance with Section 43.056 of the Local Government Code. Such services, which will be provided immediately, will include police and fire protection, emergency medical services, solid waste collection, maintenance of public roads, maintenance of parks, if any and maintenance of water and wastewater facilities, if any. All other publicly owned facilities will be maintained effective immediately in the same fashion as other such facilities in the City. Upon annexation, the acquisition and construction of capital improvements necessary for providing municipal services adequate to serve the area will be provided in accordance with state law.

Mayor Durham advised that Drew Keith, 2624 Grail Meadow Court, Lewisville, Texas, representing Bright Realty, was present to answer any questions posed by City Council.

MOTION: Upon a motion made by Mayor Pro Tem Ferguson and seconded by Councilman Gilmore, the Council voted five (4) “ayes” and no (0) “nays” to close the public hearing. The motion carried.

Public Hearing: Consideration of Ordinance No. 4188-07-2015 (Z) Granting a Special Use Permit (SUP) With Two Associated Variances to the Lewisville City Code of Ordinances Including Section 6-123 (d) Interior Landscaping; and Section 6-162 (a)(27) Parking Requirements; for a Self-Storage Facility on a 0.801-Acre Tract of Land; Legally Described as a Portion of Lot 1R-2, Block C of the McGee Addition Phase III, Located in the Southwest Quadrant of McGee Lane and FM 407; and Zoned Light Industrial (LI), as Requested by G&A Consultants, With Permission From McGee Lane Self-Storage, Inc., the Property Owner (Case No. SUP-2015-06-06)

(Agenda Item D-3)

The SUP request is for a proposed 53,700 square-foot, three story storage facility on a 0.801-acre property, which is currently vacant. The proposed self-storage facility will meet the 80% brick and stone requirement for a gateway. The applicant is also requesting the following two variances to the General Development Ordinance: 1) To waive the required parking lot and interior landscaping requirements; and 2) To reduce the number of required parking spaces. The Planning and Zoning Commission recommended approval of the SUP by a vote of 6-0 at their meeting on June 16, 2015.

The City's staff recommendation was that the City Council approve the proposed ordinance and requested variances as set forth in the caption above.

Mayor Durham opened the public hearing.

Nika Reinecke, Director of Economic Development/Planning and Bobby Dollak, G&A Consultants, Inc., were present to respond to any questions posed by the City Council.

MOTION: Upon a motion made by Councilman Gilmore and seconded by Mayor Pro Tem Ferguson, the Council voted five (4) "ayes" and no (0) "nays" to close the public hearing. The motion carried.

Public Hearing: Consideration of Ordinance No. 4188-07-2015 (Z) Granting a Special Use Permit (SUP) With Two Associated Variances to the Lewisville City Code of Ordinances Including Section 6-123 (d) Interior Landscaping; and Section 6-162 (a)(27) Parking Requirements; for a Self-Storage Facility on a 0.801-Acre Tract of Land; Legally Described as a Portion of Lot 1R-2, Block C of the McGee Addition Phase III, Located in the Southwest Quadrant of McGee Lane and FM 407; and Zoned Light Industrial (LI), as Requested by G&A Consultants, With Permission From McGee Lane Self-Storage, Inc., the Property Owner (Case No. SUP-2015-06-06) (cont'd)

(Agenda Item D-3)

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the City Council of the City of Lewisville, Texas Amending the Zoning Ordinance of the City of the City of Lewisville, Texas by Granting a Special Use permit for a Self-Storage Facility on an Approximately 0.801-Acre Tract of Land on a Portion of Lot 1R-2, Block C, McGee Addition Phase III, Located on the Southwest Quadrant of FM 407 and McGee Lane; and Zoned Light Industrial (LI) District; Providing for Severability; Providing a Penalty; Providing a Repealer; Providing an Effective Date; and Declaring and Emergency.”

MOTION: Upon a motion made by Mayor Pro Tem Ferguson and seconded by Councilman Daniels, the Council voted five (4) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 4188-07-2015 (Z)**, as previously captioned. The motion carried.

Public Hearing: Consideration of Ordinance No. 4189-07-2015 (Z) Consideration of an Ordinance Granting a Zone Change From Multi-Family Two (MF-2) District to Medical District (MD); on a 7.317-Acre Lot, Legally Described as Lot 1R, Block B, Crossroads Centre South Addition; Located at the Northwest Corner of Windhaven Parkway and Cookie Lane at 2500 Windhaven Parkway, as Requested by Discovery Senior Living, the Property Owner (Case No. PZ-2015-07-10)

(Agenda Item D-4)

The requested zone change will allow the existing senior independent living facility to move forward with expansion plans for additional independent living units and an assisted living facility on the adjacent 2.782-acre property to the northeast, which is zoned MD. The Planning and Zoning Commission recommended approval of the zone change by a vote of 6-0 at their meeting on July 7, 2015.

The City's staff recommendation was that the City Council approve the proposed ordinance as set forth in the caption above.

Mayor Durham opened the public hearing.

Nika Reinecke, Director of Economic Development/Planning and Tammy Kaminski, 3301 Bonita Beach Road, Bonita Springs, FL 33907, representing Discovery Senior Living, were both available to answer any questions posed by the City Council.

Hillary VonAriscon, 7517 Larchview Drive, Dallas, Texas spoke before the City Council and thanked them for their consideration and offered to answer any question posed by the City Council.

MOTION: Upon a motion made by Mayor Pro Tem Ferguson and seconded by Councilman Vaughn, the Council voted five (4) "ayes" and no (0) "nays" to close the public hearing. The motion carried.

Public Hearing: Consideration of Ordinance No. 4189-07-2015 (Z) Consideration of an Ordinance Granting a Zone Change From Multi-Family Two (MF-2) District to Medical District (MD); on a 7.317-Acre Lot, Legally Described as Lot 1R, Block B, Crossroads Centre South Addition; Located at the Northwest Corner of Windhaven Parkway and Cookie Lane at 2500 Windhaven Parkway, as Requested by Discovery Senior Living, the Property Owner (Case No. PZ-2015-07-10) (cont'd)

(Agenda Item D-4)

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the City Council of the City of Lewisville, Texas, Amending the Zoning Ordinance of the City of Lewisville, Texas by Rezoning an Approximately 7.317-ACRE Lot, Legally Described as Lot 1R, Block B, Crossroads Centre South Addition, Located on the Northwest Corner of Windhaven Parkway and Cookie Lane, at 2500 Windhaven Parkway, From Multi-Family Two (MF-2) District Zoning to Medical District (MD) Zoning, Correcting the Official Zoning Map; Preserving all Other Portions of the Zoning Ordinance; Providing a Clause Relating to Severability; Determining That the Public Interests and General Welfare Demand This Zoning Change and Amendment Therein Make; Providing a Penalty; and Declaring an Emergency.”

MOTION: Upon a motion made by Councilman Gilmore and seconded by Councilman Vaughn, the Council voted five (4) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 4189-07-2015 (Z)**, as previously captioned. The motion carried.

Public Hearing: Consideration of Ordinance No. 4190-07-2015 (Z) Consideration of an Ordinance Granting a Zone Change From Multi-Family Two (MF-2) District to Townhouse Two Residential (TH-2) District, on a 0.0723-Acre Lot Legally Described as Lot 4, Block B, Greenvally Addition No. 1, Located on the West Side of Alice Lane, Approximately 75 Feet North of Kathy Lane, as Requested by Agam Patel and Nirupaben Patel, the Property Owners (Case No. PZ-2015-06-08)

(Agenda Item D-5)

The requested zone change will provide consistency with the three adjacent, vacant lots to the south and the surrounding neighborhood, which consists primarily of attached townhomes. The applicant, which owns the three lots to the south, plans to construct townhomes on these 4 vacant lots. The Planning and Zoning Commission recommended approval of the zone change by a vote of 6-0 at their meeting on June 16, 2015.

The City staff's recommendation was that the City Council approve the proposed ordinance as set forth in the caption above.

Nika Reinecke, Director of Economic Development/Planning was present to respond to any questions posed by the City Council.

Agam Patel and Nirupaben Patel, property owners, spoke before the City Council in support of this request and offered to answer any questions posed by the City Council.

Mayor Durham opened the public hearing.

MOTION: Upon a motion made by Mayor Pro Tem Ferguson and seconded by Councilman Gilmore, the Council voted five (4) "ayes" and no (0) "nays" to close the public hearing. The motion carried.

Public Hearing: Consideration of Ordinance No. 4190-07-2015 (Z) Consideration of an Ordinance Granting a Zone Change From Multi-Family Two (MF-2) District to Townhouse Two Residential (TH-2) District, on a 0.0723-Acre Lot Legally Described as Lot 4, Block B, Greenvalley Addition No. 1, Located on the West Side of Alice Lane, Approximately 75 Feet North of Kathy Lane, as Requested by Agam Patel and Nirupaben Patel, the Property Owners (Case No. PZ-2015-06-08) (cont'd)

(Agenda Item D-5)

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the City Council of the City of Lewisville, Texas, Amending the Zoning Ordinance of the City of Lewisville, Texas by Rezoning an Approximately 0.0723-Acre Lot, Legally Described as Lot 4, Block B, Greenvalley Addition No. 1, Located at the Northwest Quadrant of Kathy Lane and Alice Lane, From Multi-Family Two (MF-2) District Zoning to Townhouse Two (TH-2) District Zoning; Correcting the Official Zoning Map; Preserving all Other Portions of the Zoning Ordinance; Providing a Clause Relating to Severability; Determining That the Public Interests and General Welfare Demand This Zoning Change and Amendment Therein Made; Providing a Penalty; and Declaring an Emergency.”

MOTION: Upon a motion made by Councilman Gilmore and seconded by Councilman Daniels, the Council voted five (4) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 4190-07-2015 (Z)**, as previously captioned. The motion carried.

Mayor Durham advised that the applicant had withdrawn his request for Agenda Item D-6; therefore, no action was necessary.

Public Hearing: Consideration of an Ordinance Granting a Zone Change From Old Town Mixed Use 2 (OTMU2) District to Parking District (PK); on a 0.403-Acre Lot, Legally Described as Lot 9R, Block 22 of the Kealy Addition, Located on the North Side of E. Main Street, West of Railroad Street, at 541 East Main Street, as Requested by Alex Paint and Body, LLC, the Property Owner (Case No. PZ-2015-06-09)

(Agenda Item D-6)

The applicant originally requested the zone change from OTMU2 to PK to allow construction of a parking lot for customer and employee parking associated with the paint and body shop business, which is located on the adjacent lot to the east. The Planning and Zoning Commission recommended denial of the zone change by a vote of 4-2 at their meeting on June 16, 2015. On July 15, 2015, the applicant submitted a letter requesting that the zone change application be withdrawn.

That the City Council accept the applicant's request to withdraw the zone change application from Old Town Mixed Use 2 (OTMU2) to Parking District (PK).

(Bill Peck, 105 West Main Street, Lewisville, Texas and Sharon Ellis, 340 West Walters Street, Lewisville, Texas, had both filled out cards indicating their opposition to this item.)

No action was required to be held on this item due to the request to withdrawal.

Visitors/Citizens Forum

(Agenda Item E)

Heather McIntyre, 2011 Choctaw Ridge Drive, Lewisville, Texas, spoke before the City Council regarding the ordinance regulating chickens and requested that they make it less restrictive to allow more residents to have chickens.

No one else appeared to speak at this time.

CONSENT AGENDA

(Agenda Item F)

MOTION: Upon a motion made by Councilman Daniels and seconded by Mayor Pro Tem Ferguson the Council voted five (4) "ayes" and no (0) "nays" to approve and adopt all remaining items on the Consent Agenda, as recommended and as follows:

CONSENT AGENDA (cont'd)

(Agenda Item F)

7. APPROVAL OF MINUTES: City Council Minutes of the July 6, 2015, Workshop Session and Regular Session.
8. Approval of an Amendment to a Project Utility Adjustment Agreement With AGL Constructors, the Design Build Developer for I-35E Managed Lanes Project, Related to Funding and Construction of Utility Adjustments Along I-35E in Lewisville; and Authorization for the City Manager to Execute the Agreement.
9. Approval of an Agreement for Ad Valorem Tax Billing and Collection Between the City of Lewisville and Denton County for Fiscal Year 2015-16; and Authorization for the City Manager to Execute the Agreement.
10. Approval of Resolution No. 4191-07-2015 (R): A Resolution of the City Council of the City of Lewisville, Texas, Approving the “Draft” Fiscal Year 2016 Financial Plan of the Denco Area 9-1-1 District, Pursuant to the Texas Health and Safety Code, Chapter 772, as Amended; and Providing an Effective Date.

The motion carried.

END OF CONSENT AGENDA

Consideration of a Variance to Lewisville City Code, Section 2-201, Fee Schedule, Regarding Waiving the Adoption Fee for the Upcoming “Clear the Shelter” Adoption Event to be Held Conjointly With Multiple Participating City Shelters and Other Animal Organizations Throughout Texas and the United States on August 15, 2015

(Agenda Item G-11)

Last year the City of Lewisville Animal Adoption Center and 33 other Shelters in the Dallas-Fort Metroplex participated in the Inaugural “Empty the Shelter” Campaign on Saturday, August 15, 2014. Last year, 2,213 animals were adopted on that day. This year, all shelters across the United States are being asked to participate in the NBC/ Telemundo Sponsored Event. The event, which has been re-named “Clear the Shelter” is scheduled to take place this year on August 15, 2015. The shelters choosing to participate must again be in agreement with the following two requirements: 1) to waive the applicable City adoption fee during the event; and 2) participating cities must be agreeable to partnering with the NBC’s promotional team in order to use similar announcements to help publicize the event.

Consideration of a Variance to Lewisville City Code, Section 2-201, Fee Schedule, Regarding Waiving the Adoption Fee for the Upcoming “Clear the Shelter” Adoption Event to be Held Conjointly With Multiple Participating City Shelters and Other Animal Organizations Throughout Texas and the United States on August 15, 2015 (cont’d)

(Agenda Item G-11)

The City staff’s recommendation was that the City Council approve the variance as set forth in the caption above.

Animal Services Manager Ethel Strother spoke before the City Council in support of this event and advised of the success it had been the previous year.

MOTION: Upon a motion made by Councilman Gilmore and seconded by Mayor Pro Tem Ferguson, the Council voted four (4) “ayes” and no (0) “nays” to approve a variance to Lewisville City Code, Section 2-201, Fee Schedule, Regarding Waiving the Adoption Fee for the Upcoming “Clear the Shelter” Adoption Event to be Held Conjointly With Multiple Participating City Shelters and Other Animal Organizations Throughout Texas and the United States on August 15, 2015. The motion carried.

Consideration of a Variance to Lewisville City Code, Section 2-201, Fee Schedule, Regarding Waiving the Deposit and Fees for Use of the Community Room at the Municipal Annex for the US Army Reserves for the Memorial Service of Sergeant Colby Bozo on August 16, 2015

(Agenda Item G-12)

City staff was recently contacted by the Army Reserve Family Program Office regarding the use of a City facility to hold a Memorial Service for Sergeant Colby Bozo. Sergeant Bozo was based out of a Reserve Unit that is stationed in Lewisville and had tours in Iraq and Afghanistan. Sergeant Bozo was killed in a vehicle accident on June 25, 2015. His pregnant wife, Kristen, was seriously injured and their baby was born premature due to this accident. The unit would like to hold a Memorial Service in Lewisville for members of the Reserve Unit as well as his wife and family members. Due to her injuries, she was unable to attend his funeral services. Staff is requesting that the City Council consider waiving the deposit of \$300 along with the five hour rental fee of \$250 for the Community Room on August 16, 2015. The Unit does intend to conduct a 21 Gun Salute at the service and are currently working with the Police Department.

Consideration of a Variance to Lewisville City Code, Section 2-201, Fee Schedule, Regarding Waiving the Deposit and Fees for Use of the Community Room at the Municipal Annex for the US Army Reserves for the Memorial Service of Sergeant Colby Bozo on August 16, 2015 (cont'd)

(Agenda Item G-12)

The City staff's recommendation was that the City Council consider the variance as set forth in the caption above.

Mayor Pro Tem Ferguson advised that he was honored that the City has this opportunity.

MOTION: Upon a motion made by Mayor Pro Tem Ferguson and seconded by Councilman Gilmore, the Council voted four (4) "ayes" and no (0) "nays" to approve a variance to Lewisville City Code, Section 2-201, Fee Schedule, Regarding Waiving the Deposit and Fees for Use of the Community Room at the Municipal Annex for the US Army Reserves for the Memorial Service of Sergeant Colby Bozo on August 16, 2015. The motion carried.

Consideration of Ordinance No. 4192-07-2015 Authorizing the Issuance and Sale of City of Lewisville, Texas, General Obligation Refunding Bonds, Series 2015; Levying a Tax in Payment Thereof; Authorizing the Execution and Delivery of a Bond Purchase Agreement, A Paying Agent/Registrar Agreement and an Escrow Agreement; Calling Certain Bonds for Redemption; Approving the Official Statement; and Enacting Other Provisions Relating Thereto

(Agenda Item G-13)

The issuance of approximately \$23,015,000 of City of Lewisville, Texas, General Obligation Refunding Bonds, Series 2015 will provide funds for refunding the City's Series 2005 General Obligation Refunding and Improvement Bonds, Series 2006 General Obligation Bonds, and a portion of Series 2007 General Obligation Refunding and Improvement Bonds, 2007A Combination Tax and Revenue Certificates of Obligation and 2007B Combination Tax and Revenue Certificates of Obligation and costs associated with the issuance of the bonds.

It is City's staff's recommendation that the City Council approve the ordinance as set forth in the caption above.

Consideration of Ordinance No. 4192-07-2015 Authorizing the Issuance and Sale of City of Lewisville, Texas, General Obligation Refunding Bonds, Series 2015; Levying a Tax in Payment Thereof; Authorizing the Execution and Delivery of a Bond Purchase Agreement, A Paying Agent/Registrar Agreement and an Escrow Agreement; Calling Certain Bonds for Redemption; Approving the Official Statement; and Enacting Other Provisions Relating Thereto (cont'd)

(Agenda Item G-13)

Jason Hughes, First Southwest Company spoke before the City Council in support of this item and the following item.

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the City Council of the City of Lewisville, Texas, Authorizing the Issuance and Sale of City of Lewisville, Texas, General Obligation Refunding Bonds, Series 2015; Levying a Tax in Payment Thereof; Authorizing the Execution and Delivery of a Bond Purchase Agreement, a Paying Agent/Registrar Agreement and an Escrow Agreement, Calling Certain Bonds for Redemption; Approving the Official Statement; and Enacting Other Provisions Relating Thereto.”

MOTION: Upon a motion made by Mayor Pro Tem Ferguson and seconded by Councilman Gilmore, the Council voted five (4) “ayes” and no (0) “nays” to approve and adopt Ordinance No. 4192-07-2015, as previously captioned. The motion carried.

Consideration of Ordinance No. 4193-07-2015 Authorizing the Issuance and Sale of City of Lewisville, Texas, Waterworks and Sewer System Revenue Refunding and Improvement Bonds, Series 2015; Providing for the Security for and Payment of Said Bonds; Authorizing the Execution and Delivery of a Bond Purchase Agreement, A Paying Agent/Registrar Agreement and an Escrow Agreement; Calling Certain Outstanding Bonds for Redemption; Approving the Official Statement; and Enacting Other Provisions Relating Thereto

(Agenda Item G-14)

The issuance of approximately \$12,105,000 of City of Lewisville, Texas, Waterworks and Sewer System Revenue Refunding and Improvement Bonds, Series 2015 will provide funds for refunding the remaining portion of the City's Series 2005 and 2006 Revenue Bonds, new funding of \$8,050,000 for constructing, acquiring and installing improvements, additions, and extensions to the City's waterworks and sewer system and costs associated with the issuance of the bonds.

It is City staff's recommendation that the City Council approve the ordinance as set forth in the caption above.

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

"An Ordinance of the City Council of the City of Lewisville, Texas, Authorizing the Issuance and Sale of City of Lewisville, Texas, Waterworks and Sewer System Revenue Refunding and Improvement Bonds, Series 2015; Providing for the Security for an Payment of Said Bonds; Authorizing the Execution and Delivery of a Bond Purchase Agreement, a Paying Agent/Registrar Agreement and an Escrow Agreement; Calling Certain Outstanding Bonds for Redemption; Approving the Official Statement; and Enacting Other Provision Relating Thereto."

MOTION: Upon a motion made by Councilman Daniels and seconded by Councilman Vaughn, the Council voted five (4) "ayes" and no (0) "nays" to approve and adopt **Ordinance No. 4193-07-2015**, as previously captioned. The motion carried.

Reports

(Agenda Item I)

- City of Lewisville Comprehensive Medical Plan Report.
- Second Quarter 2015 Boards/Commissions/Committees Attendance Reports.
- Director of Public Services Carole Bassinger gave an update on the status of Lake Lewisville.
- Councilman Daniels advised that typically the largest blood drives are done in the schools throughout the year and how important it was for people to donate during the summer when school was not in session. He encouraged everyone to go out and donate blood.
- Councilman Gilmore advised the grant the Senior Center had just received a grant from CoServ in the amount of \$9,500.
- At the request of Mayor Pro Tem Ferguson, Director of Communications and Tourism gave an update on the upcoming events at the MCL Grand Theatre.

There were no additional reports at this time.

Mayor Durham adjourned the regular session of the Lewisville City Council into Closed Session at 7:53 p.m. Monday, July 20, 2015, in accordance with the requirements of the Open Meetings Law.

Closed Session

(Agenda Item J)

In accordance with Texas Government Code, Subchapter D, Section 551.072 (Real Estate), the Lewisville City Council convened into Closed Session at 7:53 p.m. on Monday, July 20, 2015, City Council Conference Room of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas, in order to discuss matters pertaining to the following:

Section 551.071 (Consultation with Attorney)

1. Legal Issues Related to the Construction of the Old Town Park Plaza

Section 551.071 (Consultation with Attorney/Pending Litigation):

2. *City of Lewisville v. City of Farmers Branch and Camelot Landfill TX, LP*, Cause No.4:12-CV-00782, United States District Court for the Eastern District of Texas, Sherman Division; Texas Commission on Environmental Quality Modification to Municipal Solid Waste Permit No. 1312A; and Texas Commission on Environmental Quality Application to Obtain Municipal Solid Waste Permit Amendment - Permit No. 1312B

Closed Session (cont'd)

(Agenda Item J)

Section 551.072 (Real Estate):

3. Property Acquisition

Section 551.087 (Economic Development):

4. Deliberation Regarding Economic Development for Potential Company Relocation.

The Closed Session was adjourned at 8:17 p.m. on Monday, July 20, 2015.

**Reconvene into Regular Session and
Consider Action, if any, on Items Discussed
in Closed Session**

(Agenda Item K)

Mayor Durham reconvened the Regular Session of the Lewisville City Council at 8:17 p.m. on Monday, July 20, 2015, in the Council Chambers of the Lewisville City Hall.

Mayor Durham opened the floor for action to be taken on the items discussed in the Closed Session. There was no action taken on the items discussed during the Closed Session.

Adjournment

(Agenda Item L)

MOTION: Upon a motion made by Councilman Gilmore and seconded by Councilman Daniels, the Council voted four (4) “ayes” and no (0) “nays” to adjourn the Regular Session of the Lewisville City Council at 8:17 p.m. on Monday, July 20, 2015. The motion carried.

These minutes approved by the Lewisville City Council on the 3rd day of August, 2015.

APPROVED

Rudy Durham
MAYOR

**LEWISVILLE CITY COUNCIL
REGULAR SESSION
JULY 20, 2015**

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ATTEST:

Julie Heinze
CITY SECRETARY

City Council Meeting
**Report on Lewisville's
Communications/Marketing Audit
and Brand Assessment**

Cooksey Communications
Monday, July 20, 2015

Key Takeaways

- Audit process: an initiative for meaningful change
- Lewisville is doing many things well
- Good stories to tell, growing opportunities
- Key gaps need to be filled
 - Greatest need: more resources for internal & external
 - Another need: strategic, high-impact initiatives
 - Your visual brand identity is not holding you back
 - Your brand is still a relatively untapped opportunity

Key Takeaways

- Timely opportunities = imperative to change now
- Many “A” priorities for the next year
- Improvements will make a difference

Charge to the Consultant

- Review existing communications/marketing materials, processes, practices, funding
- Identify opportunities, needs
- Assess visual brand (logo/tagline) effectiveness, continued applicability
- Develop, prioritize strategic recommendations
- Elevate City communications, marketing and branding to better engage all key audiences and inform them about Lewisville 2025

Plan Development Process

- Mayor/City Council interviews
- Meetings with City Manager, Community Relations & Tourism Director and staff
- Internal and external stakeholder interviews
- Approximately 30 interviews/focus groups
- Extensive review of City communications materials and processes
- Comparable city research, evaluation
- Attendance at City events, meetings

Situational Analysis - Positives

- Good stories to tell, amenities to tout
 - Forward-looking Lewisville 2025 Plan
 - Expansive parks and green spaces
 - Old Town with character, revitalization underway
 - Distinctive community festivals and events
 - Convenient location, robust transp. infrastructure
 - ED successes, future opportunities
 - Cultural assets such as MCL Grand, arts groups
 - Government recognized as efficient, effective
 - Lots of good news on the near-term horizon

Situational Analysis - Positives

- Strong resources in place
 - City management
 - Community Relations & Tourism team
 - Long-tenured staff, leadership in other departments
 - City Council and Lewisville 2025 Plan that recognize communications and marketing is a priority
- Low-hanging opportunities imminent/untapped
 - Visual brand identity never fully/formally rolled out
 - I-35E enhancements coming soon
 - DCTA “A-train” three stations operational
 - LLELA/Nature Center, digital/social media, internal communications, and many more...

Situational Analysis - Challenges

■ Resource Constraints

- Lewisville well-known, highly regarded for low tax rate, efficient municipal government
- Communications/marketing team significantly smaller than those of many peer cities
- No staff dedicated to internal communications, little bandwidth for proactive PR and other key strategies
- Due to economic downturn, visual brand identity never fully/formally rolled out
- Both a negative and a positive: by applying more resources, can quickly make a big difference

Situational Analysis - Challenges

- External challenges, community issues
 - Competition for top-of-mind awareness
 - Audiences want communications via every channel
 - Geographic divisions – East/West, North/South
 - Lingering negative perceptions in large part due to city's age, nearby cities with newer/hipper amenities
 - Larger transient/multifamily population
 - Success stories not yet fully ripe
 - I-35E construction, Old Town revitalization, LLELA/nature center/trails, development around rail stations/lake

Situational Analysis – Opportunities for Improvement

- Consistency in use of key messages, brand
 - Economic development website/ad, City venues, materials in racks, etc.
- Legacy branding = confusion, lack of awareness/understanding
 - Gateway signs, water towers, etc.
- Staff stretched thin = focused on what's important today, not always able to be strategic
- Need to emphasize what's most important
 - Lewisville 2025 vision plan
 - Showcase events such as “State of the City”

Situational Analysis – Opportunities for Improvement

- Internal audiences feel ill-informed about communications procedures, key messages
- Relative lack of proactive, positive media coverage on big issues/initiatives/successes including economic development
- Apartment dwellers hard to reach, hungry for info
- Website needs enhancements to functionality/navigability, especially in key areas
 - LLELA, library
 - Online utility bill payments
 - Drilling down to most important info about Lewisville 2025

Target Audiences

- Residents
- Homeowners/neighborhood associations
- City staff, Councilmembers
- Civic groups, community organizations
- Lewisville businesses, employees
- Prospective businesses, residents
- Tourists/visitors (actual, prospective)
- Media (primarily in DFW, also beyond)
- County, state, federal elected officials
- Surrounding municipalities
- Professional organizations, regional groups

Key Messages

- Lewisville is/has:
 - Exceptional green spaces (e.g., LLELA/nature center, Lewisville Lake)
 - Growing/redeveloping Old Town
 - Great residential value with low/stable tax rate, superior services, strong schools, modest crime rate
 - Distinctive, family-friendly festivals and events
 - Great place to do business
 - Outstanding infrastructure – highways, A-train stations
 - Convenient location to major metro amenities – DFW Airport, Dallas, Denton
 - Retains small-town charm, hometown feel

Strategic Recommendations

Four overarching communications objectives:

1. Improve communications structures and processes to drive efficient resource use, effective message delivery
2. Enhance internal communications to support external messaging
3. Elevate external communications/marketing programs, materials
4. Re-launch, consistently apply visual brand identity

Numerous recommendations – some higher priority than others

Near-Term Recommendations: Structures/Processes

- Enable Director to function as a director: enhance Community Relations & Tourism staffing
- Greatest needs:
 - Communications / Public Info Coordinator
 - Content development for all communications channels
 - Day-to-day PIO, and other functions as needed
 - Internal Communications program
- Themed editorial calendar of monthly communications
 - Lewisville 2025 Big Moves, Council goals, events
 - All communications (internal, external) should reinforce monthly themes consistently

Near-Term Recommendations: Internal Communications

- Dedicated staff member focused on this
 - One of the city's greatest needs
 - May not require hiring additional staff
- Creation of internal communications materials, events to engage all employees
- Key message document (or “Wow” card)
- Quarterly City Council work session updates (printed or live) on communications/branding progress

Near-Term Recommendations: External Communications

- City-hosted State of the City event annually
- Dallas Business Journal advertorial supplement
- Lewisville 2025 annual status report/brochure
- Printed bi-monthly Horizon newsletter mailed to all residential addresses including apartments and Castle Hills neighborhoods
- Website enhancements for LLELA, library, ED, utility bill payments, Lewisville 2025 updates
- External resource for proactive PR, especially for ED, special events, Big Move milestones

Near-Term Recommendations: External Communications

- Old Town visitor info displays
- Direct mail postcards to residents
- Coffee with the Council events
- External communications aligned with editorial calendar's monthly themes
- Castle Hills open house to create linkages
- Consistent use of electronic signs at facilities, including branding message where appropriate
- Expanded use of Twitter as a news-delivery tool

Near-Term Recommendations: Branding

- Keep the existing visual brand (logo/tagline)
- Formally introduce/launch the brand through a series of activities and channels
 - Launch platform: State of the City
 - Multi-platform brand launch plan would need to be developed
 - Explicitly link the brand launch to the Lewisville 2025 vision plan and Big Moves



Near-Term Recommendations: Branding

- Apply brand consistently, everywhere
 - Water towers (potential compromise for I-35E tower)
 - Gateway signage and median kiosk signs
 - City venues (MCL Grand) and their websites
 - On all materials (printed and digital), vehicles, etc.
- Support brand through other creative initiatives
 - Public art placement or another Old Town centerpiece
- Incorporate general brand messaging into digital signs, newsletter, other existing channels
 - Example: digital billboards on I-35E and SH-121

Long-Term Recommendations

- Various strategies to address four key objectives
- Include such new initiatives as:
 - Signature “Green” event such as a run, triathlon, etc.
 - Coordinate with DCTA on promotional events/activities
 - City-organized Old Town walking tours (also as a free podcast)
 - Horizon redesign to include recurring section highlighting Lewisville 2025 accomplishments and upcoming projects
 - Press/public events to highlight major Lewisville 2025 milestones, such as LLELA/ nature center, Plaza opening, etc.
- Some of the recommendations identified for near-term implementation could be delayed
 - Subject to resources/bandwidth/timing

Measurement and Implementation

- Benchmarks are needed to evaluate success of plan implementation, such as resident survey
- Implementation of strategies is itself one measure of success
- Resident survey can be used as a gauge of effectiveness for some key strategies
- Not all recommendations can be implemented immediately – prioritization is essential

Budgetary Implications

- Implementation of the recommended strategies will require additional resources
- Cost is fairly minor for some recommendations, pretty substantial for others; potential for an immediate positive impact on the overall mission should be a big part of the funding decision
- Many recommendations will require ongoing funding, and some will need programmed spending increases to maintain momentum
- See budgetary implications section of plan for projects costs of short-term recommendations

Next Steps

- Continue assessment of budgetary implications, potential resource shifts
- Based on resource assessments, adjust near-term priority strategies as needed
- Map out specific plan for implementation over next 6-12 months
- Plan on assessing progress on a regular basis to make adjustments as needed

Key Takeaways

- Lewisville is doing many things well
- Good stories to tell, growing opportunities
- Key gaps need to be filled
 - Greatest need: more resources for internal & external
 - Another need: strategic, high-impact initiatives
 - Your visual brand identity is not holding you back
 - Your brand is still a relatively untapped opportunity
- Timely opportunities = imperative to change now
- Many “A” priorities for the next year
- Improvements will make a difference

City Council Meeting
**Enhancing Lewisville's
Communications/Marketing
Program and Brand Visibility**

Monday, July 20, 2015



2015 Charter Review Commission Recommendations



Process

- Section 11.22 of Charter requires a Commission be appointed every 5 years
 - Term of Office for Commission is 6 months
 - Commission to serve January 2015 through June 2015
- Three issues requested for review by City Council members:
 - City Council Pay
 - Allowing City Council members to be on City Health Plan
 - Impact of Population Increases on Governing Body Size, Method of Election and Related Issues
- Staff also presented 2009-10 Commission recommendations for which election was not called previously



Filling City Council Vacancy (Requested by Mayor Rudy Durham)

- In 2013 the Texas Constitution was changed to authorize home-rule municipalities to have a procedure to fill a vacancy on the governing body for which the vacancy is 12 months or less if approved by voters as a charter amendment.
 - Prior to this constitutional change, cities with terms in excess of two years could not have such a charter provision.
 - The Charter Review Commission did not discuss this change during the 6 month period for which they were appointed
 - Mayor Durham is now asking City Council to consider this change.



Section 3.06 - Vacancies

- All vacancies shall be determined and filled in accordance with the constitution and laws of the State of Texas, as they now exist or may hereafter be amended. Any vacancy occurring for which the unexpired term is twelve (12) months or less shall be filled within thirty days of the occurrence of the vacancy by appointment of a majority vote of the remaining five (5) councilmen mentioned under section 3.01 above. Any vacancy for which the unexpired term is for more than twelve (12) months must be filled by a majority of the qualified voters voting in a special election called for such purpose in accordance with the Texas State Constitution. All vacancies filled by appointment or election shall be for the remainder of the unexpired term of the office so filled.
- All vacancies shall be determined and filled in accordance with the constitution and laws of the State of Texas, as they now exist or may hereafter be amended. Any vacancy occurring for which the unexpired term is twelve (12) months or less shall be filled within thirty days of the occurrence of the vacancy by appointment of a majority vote of the remaining five (5) councilmen mentioned under section 3.01 above. Any vacancy for which the unexpired term is for more than twelve (12) months must be filled by a majority of the qualified voters voting in a special election called for such purpose in accordance with the Texas State Constitution. All vacancies filled by appointment or election shall be for the remainder of the unexpired term of the office so filled.



2015 Charter Review Commission Recommendations



Compensation of City Council members

- Recommendation: Revise Section 3.04 to increase compensation of the Mayor to \$175 per meeting and City Council members to \$125 per meeting; the Commission was opposed to inclusion of a methodology that would automatically increase pay based on some type of established formula.
- Reason: Compensation was set at \$50.00 per meeting in 2004 with no methodology for increasing pay over time. Commission recommended that pay be reviewed every five years with required charter review.

Average MONTHLY PAY COMPARISON

City	Mayor	Council
Allen	\$625.00	\$375.00
Arlington	\$250.00	\$200.00
Carrollton	\$375.00	\$200.00
Dallas	\$6,666.67	\$5,000.00
Fort Worth	\$2,416.67	\$2,083.33
Frisco	\$760.00	\$600.00
Garland	\$600.00	\$400.00
Grand Prairie	\$100.00	\$25.00
Grapevine	\$410.61	\$212.75
Irving	\$1,200.00	\$900.00
Mesquite	\$100.00	\$50.00
McKinney	\$100.00	\$100.00
Plano	\$1,400.00	\$1,000.00
Richardson	\$100.00	\$100.00
MONTHLY AVERAGE	\$1,078.85	\$803.29
Lewisville (current)	\$100.00	\$100.00
% Difference	978.85% below market	703.29% below market
Charter Recommendation	\$350.00	\$250
% Difference	250% below market	150% below market



Participation in City's Health Plan

- **Recommendation:** Extend clinic visits to City of Lewisville City Council members only (does not include spouse and dependents) at no cost as permitted by law.
- **Reason:** No benefits are currently provided to City Council members. Out of the 17 survey city comparison, only three cities allow city council members to be on the health plan. The Commission recommended against providing health insurance benefits to City Council members.
- City Council members may utilize the Employee Clinic

Section 3.04 Compensation

- The mayor of the city council of Lewisville shall receive \$175.00 for each meeting and members of the city council of Lewisville shall each receive compensation in the sum of ~~\$50.00-\$125.00~~ for each meeting of the city council which they attend; they shall also be entitled to reimbursement of and for necessary expenses incurred in the performance of their official duties, when approved by the council; they shall also be allowed to utilize the employee clinic at no cost as allowed by law. Dependents of the city council are not allowed to utilize the employee clinic.
- The mayor of the city council of Lewisville shall receive \$175.00 for each meeting and the members of the city council of Lewisville shall each receive compensation in the sum of \$125.00 for each meeting of the city council which they attend; they shall also be entitled to reimbursement of and for necessary expenses incurred in the performance of their official duties, when approved by the council; they shall also be allowed to utilize the employee clinic at no cost as allowed by law. Dependents of the city council are not allowed to utilize the employee clinic.



Impact of Population Increases on Governing Body Size, Method of Election and Related Issues

- **Recommendation:** That the City Council consider structure of governance prior to any annexation of water districts within our ETJ.
- **Reason:** The timeframe for annexation of the DCFWS districts is unknown at this time.



Section 3.07 Powers of the City Council

Recommendation: Delete clauses in section 3.07, subsection b and subsection s.

Reason: Subsection b contains a clause which gives the City Council the power to distribute work of divisions within the City but the City Manager, as the chief administrative officer of the City, is responsible for the distribution of work.

Subsection s contains a clause which requires a bond of all contractors, yet, in practice, such a bond is not always necessary of all contractors. Whether a bond is required depends on the specific project at issue.



Section 3.07 Powers of the City Council

- All powers of the city, and the determination of all matters of policy, shall be vested in the city council. Without limitation of the foregoing, and among the other powers that may be exercised by the city council, the following are hereby enumerated for greater certainty:
 - ~~b. Establish, create, consolidate, or abolish, administrative departments and distribute the work of divisions.~~
 - ~~s. To require bonds, both special and general, of all contractors and others constructing or building for the city, and set up standards, rules and regulations therefore.~~



Section 3.07 Powers of the City Council

- All powers of the city, and the determination of all matters of policy, shall be vested in the city council. Without limitation of the foregoing, and among the other powers that may be exercised by the city council, the following are hereby enumerated for greater certainty:
 - a. Appoint and remove a city manager as hereinafter provided.
 - b. Adopt the budget of the city.
 - c. Authorize the issuance and sale of bonds, by a bond ordinance.
 - d. Inquire into the conduct of any office, department or agency of the city and make investigations as to municipal affairs. To name and designate an "official newspaper" for the City of Lewisville, Texas.
 - e. Provide for such additional boards and commissions, not otherwise provided for in this charter, as may be deemed necessary, and appoint the members of all such boards and commissions. Such boards and commissions shall have all powers and duties now or hereafter conferred and created by this charter, by city ordinance, or by law.
 - f. Adopt and modify the zoning plan, and a building code, including electrical and plumbing codes, of and for the city; and to require building permits.
 - g. Adopt and modify the official map of the city. (The official map is, and shall be maintained by the city secretary, in the city hall in Lewisville, Texas.)



Section 3.07 Powers of the City Council

- h. Adopt, modify and carry out plans proposed by the city planning commission, for the clearance of slum districts and rehabilitation of blighted areas.
- i. Adopt, modify and carry out plans proposed by the city planning commission for the replanning, improvement and redevelopment of any area or district which may have been destroyed in whole, or in part, by disaster.
- j. Regulate, license and fix the charges or fares made by any person, firm or corporation owning, operating or controlling any vehicle of any character used for the carrying of passengers for hire or the transportation of freight for hire on the public streets and alleys of the city.
- k. Provide for the establishment and designation of fire limits, and prescribe the kind and character of buildings or structures or improvements to be erected therein; and provide for the erection of fireproof buildings within said limits; and provide for the condemnation of dangerous structures or buildings or dilapidated buildings, or buildings calculated to increase the fire hazard, and prescribe the manner of their removal or destruction, within said limits.
- l. Fix the salaries and compensation of the city officers and employees, to set up qualifications, rules, and standards of and for employees of the city.
- m. Provide for a sanitary sewer and water system, and require property owners to connect their premises with sewer system, and provide for penalties for failure to make sanitary sewer connections.
- n. Provide for sanitary garbage disposal, and set fees and charges therefor, and provide penalties for failure to pay such fees and charges. To define nuisances; and, to prohibit same; and provide penalties for violations.



Section 3.07 Powers of the City Council

- o. Provide for all necessary public utilities and set fees and charges therefor and provide penalties for misuses of same.
- p. Exercise exclusive dominion, control and jurisdiction, (including the right to close and abandon streets and alleys), in, upon, over and under, the public streets, avenues, sidewalks, alleys, highways, boulevards and public grounds of the city; and, provide for the improvement of same, as provided in Article 1105b, Chapter 9, Title 28, of the Revised Civil Statutes of the State of Texas of 1925, as now, or hereafter amended.
- q. Compromise and settle any and all claims, demands, and lawsuits, of every kind and character, in favor of, or against, the City of Lewisville.
- r. To pass ordinances defining and prohibiting misdemeanors and vagrancy; and, provide penalties for violations.
- s. To provide and/or arrange for any and all "civil defense measures" and "public shelter measures" for the City of Lewisville, Texas, and for the citizens thereof, deemed necessary for public welfare.
- t. To exercise, or delegate to the mayor, extraordinary and total executive powers, (on a temporary basis), during the existence and duration of any major public disaster, for the public welfare.



Section 3.12 Official Bonds for City Employees

Recommendation: Delete section 3.12 in its entirety.

Reason: Official bonds for the city manager, the city secretary or any other city employee are not required by law, and the finance director for the city is bonded.



Section 3.12 Official Bonds for City Employees

- ~~• The city manager and the city secretary and such other city officers and employees as the city council may require shall before entering upon the duties of their office, enter into a good and sufficient fidelity bond in a sum to be determined by the city council payable to the City of Lewisville, and conditioned upon the faithful discharge of the duties of such persons, and upon faithful accounting for all monies, credits and things of value coming into the hands of such persons, and such bonds, shall be signed as surety by some company authorized to do business under the laws of the State of Texas; and, the premium of such bonds shall be paid by the City of Lewisville; and, such bonds must be acceptable to the city council. Such bond shall be maintained in full force and effect at all times during such person's tenure of office.~~



Section 5.07 Conducting and Canvassing Elections

Recommendation: Delete last sentence in section 5.07.

Reason: State law sets the specific dates for canvassing elections, which override the city charter.

Section 5.07 Conducting and Canvassing Elections

- The election judges and other necessary election officials for conducting all such elections shall be appointed by the city council. The election judges shall conduct the elections, determine, record and report the results as provided by the general election laws of Texas. ~~Within five (5) days or as soon as practical after an election, the city council shall meet, open the returns, canvass and officially declare the result of the election as to candidates and questions, and issue certificates of election to candidates elected, as hereinbefore provided.~~
- The election judges and other necessary election officials for conducting all such elections shall be appointed by the city council. The election judges shall conduct the elections, determine, record and report the results as provided by the general election laws of Texas.



Section 8.02 Development of Property

Recommendation: Approve new wording of Section 8.02.
Development of property

Reason: State law addresses the expenditure of public funds for private development

Section 8.02 Development of Property

- **Section 8.02. Development of property.** The city council ~~shall~~ may cooperate with persons interested in the development of property within, or beyond, the city limits. No expenditure of public funds, however, shall be authorized if said expenditure for the development of privately owned subdivisions, situated within or beyond the corporate limits of the city' except (where feasible for the city) for the extension of utilities or services to such areas is in violation of state law.
- **Section 8.02. Development of property.** The city council may cooperate with persons interested in the development of property within, or beyond, the city limits. No expenditure of public funds, however, shall be authorized if said expenditure is in violation of state law.



Section 9.02 Preparation and Submission of Budget

Recommendation: Delete the clause in section 9.02 that sets forth the time frame for the submission of the budget.

Reason: State law addresses the timing of the budget.



Section 9.02 Preparation and Submission of Budget

- The city manager shall, ~~between 60 and 90 days prior to beginning of each fiscal year,~~ submit to the council a proposed budget, which shall provide a complete financial plan for the fiscal year ...
- The city manager shall submit to the council a proposed budget, which shall provide a complete financial plan for the fiscal year ...



Section 9.06 Notice of Public Hearing on Budget

Recommendation: Delete section 9.06 in its entirety.

Reason: State law sets forth the requirements for public hearings on the budget.

Section 9.06 Notice of Public Hearing on Budget

- ~~• At the meeting of the city council at which the budget is submitted, the city council shall fix the time and place of the public hearing on the budget. The public hearing on the proposed budget shall be set for a date occurring after the 15th day after the budget is filed with the municipal clerk, but before the governing body makes its tax levy, and, the city council shall cause to be published in the official newspaper of the City of Lewisville, a notice of the hearing setting forth the time and place thereof at least five days before the date of such hearing.~~



Section 9.07 Public Hearing on Budget

Recommendation: Delete section 9.07 in its entirety.

Reason: State law sets forth the requirements for public hearings on the budget.

Section 9.07 Public Hearing on Budget

- ~~• At the time and place set forth in the notice required by section 9.06, or at any time and place to which such public hearing shall from time to time be adjourned, the city council shall hold a public hearing on the budget submitted and all interested persons shall be given an opportunity to be heard for or against any item or the amount of any item therein contained.~~



Section 9.14 Contingent Appropriation

Recommendation: Delete section 9.14 in its entirety.

Reason: This contingency appropriation is unnecessary because expenditure of these funds would require city council approval. Therefore, it is more efficient to request an emergency appropriation from the city council when an emergency actually exists. Staff has historically budgeted \$100 to meet the requirement of this section.

Section 9.14 Contingent Appropriation

- ~~• Provision shall be made in the annual budget and in the appropriation ordinance for a contingent appropriation in an amount not more than three (3) percent of the total budget, to be used in case of unforeseen items of expenditure. Such contingent appropriation shall be under the control of the city manager and distributed by him, after approval of the city council. Expenditures from this appropriation shall be made only in case of established emergencies and a detailed account of such expenditures shall be recorded and reported.~~



Section 9.24 Taxes; when due and payable

Recommendation: Delete the clause in section 9.24 which refers to the office of the city assessor collector.

Reason: The City no longer has an office of the city assessor collector, and those activities are performed by the Denton County Appraisal District and the Denton County Tax Collector.

Section 9.24 Taxes; when due and payable

- All taxes due the City of Lewisville ~~shall be payable at the office of the city assessor-collector, and~~ may be paid at any time after the tax rolls for the year have been completed and approved, which shall not be later than October 1st. Taxes shall be paid before February 1st, and all such taxes not paid prior to such date shall be deemed delinquent and shall be subject to such penalty, interest and other collection costs as provided by the Texas Tax Code, Section 33.01 et seq., as it now exists or may hereafter be amended.
- All taxes due the City of Lewisville may be paid at any time after the tax rolls for the year have been completed and approved, which shall not be later than October 1st. Taxes shall be paid before February 1st, and all such taxes not paid prior to such date shall be deemed delinquent and shall be subject to such penalty, interest and other collection costs as provided by the Texas Tax Code, Section 33.01 et seq., as it now exists or may hereafter be amended.

Section 8.04 Planning commission membership

Recommendation: Remove the requirement that a member of the Planning and Zoning Commission (P&Z) own real property within the City of Lewisville

Reason: Limits the ability of otherwise qualified residents to serve on the P&Z



Section 8.04 Planning commission membership

- The city council shall appoint a city planning commission of seven (7) members who shall be residents of the city ~~and own real property therein~~ who shall serve without compensation.
- The city council shall appoint a city planning commission of seven (7) members who shall be residents of the city who shall serve without compensation.

Election Timing

- **Elections must be held on one of two uniform election dates:**
 - **Second Saturday in May**
 - **First Tuesday after first Monday in November**
- **If City Council desires to hold election November 3, 2015**
 - **August 17** Recommended date to approve ordinance calling special election
 - **August 24** Last day to call Election
- **If City Council desires to hold election May 14 , 2016**
 - **February 1** Recommended date to approve ordinance calling special election
 - **February 26** Last day to call Election

PROPOSED GENERAL
OBLIGATION BOND ELECTION
AND REVENUE BOND
PROGRAM

2

GO Bonds

GO Bond Projects—Blue Ribbon Recommendation

3

<u>Type</u>	<u>Rounded Amount</u>
▣ Streets	\$ 71,600,000
▣ Public Safety	\$ 14,600,000
▣ Parks and Recreation	<u>\$ 31,500,000</u>
▣ Total	\$117,700,000

GO Bond Project Recap

Streets (\$71,600,000)

4

Staff Recommended Ranking	Committee Recommended Ranking	Name of Project	Cost
1	1	Timberbrook Subdivision	\$8,770,000
2	2	South Kealy Avenue (Match)	\$465,000
3	13	Holford's Prairie Rd (Match)	\$2,015,000
4	5	Corporate Drive (Match)	\$7,690,000
5	10	College Street (Match)	\$1,170,000
6	3	Mill St at 121	\$2,960,000
7	7	Civic Circle	\$1,150,000
8	9	Valley Parkway	\$2,060,000
9	6	Kealy, Jones & Cowan	\$4,850,000
10	8	Indian Oaks Subdivision Phase 1	\$2,200,000
11	14	Lewisville Valley 4 Subdivision	\$9,908,000
12	12	Railroad Street	\$1,925,000
13	11	Cowan Str Phase 1	\$1,900,000
14	4	Valley Ridge East	\$4,407,000
15	15	Meadow Glen Subdivision	\$7,365,000
16	16	Lewisville Valley 1 Subdivision	\$7,705,000
17	17	Bellaire Blvd.	\$5,060,000
		TOTAL	\$71,600,000

GO Bond Project Recap

Public Safety (\$10,500,000 - Revised)

5

- **Police Facility Addition** **\$4,500,000**
 - Addition of 2nd floor to police station
 - Additional 5,000 sq. ft.
- **Relocation of Fire Station 3** **\$4,900,000**
 - Reduces response time in SW Lewisville
 - Moves current station @ 195 W Corporate to new location along FM 3040
- **Emergency Operations Center** **\$1,100,000**
 - Includes amount specifically related to making the basement finish-out an EOC (remaining \$4.5M in GF Reserve Plan)

GO Bond Project Recap

Parks and Recreation (\$39,900,000 - Revised)

6

- Multi-Generational Recreation Center \$25,100,000
- Trail Development \$ 7,100,000
- Lake Park Day Use \$ 5,100,000
 - Includes additional large & small picnic pavilions, shaded picnic tables, amenities for fishing tournaments, fish cleaning stations, addresses numerous ADA accessibility issues
- Lake Park Campground/Pavilion Imprv. \$ 2,600,000
 - Includes upgraded utility hookups incl. sewer, large level sites, amenities such as picnic tables, grills/fire rings, improved roadways, improved tent site areas, improved and expanded parking for the Connor Pavilion, camping sites relocated for better park utilization

GO Bond Project Recap

Parks and Recreation Projects

7

- City Council direction via June special workshop
 - Site visits of Recreation Center
- Project estimate for a “multi-generational center” similar to Grapevine’s “REC” was developed
 - Barker Rinker Seacat Architecture provided estimate
 - Based on 14 m design/12-18 m construction



GO Bond Projects—Revised Amounts

8

<u>Type</u>	<u>Amount</u>
■ Streets	\$ 71,600,000
■ Public Safety	\$ 10,500,000
■ Parks and Recreation	<u>\$ 39,900,000</u>
■ Total	\$122,000,000

- *\$122M equates to 1.368 cents on the current I&S tax rate*
 - *\$.11732 to \$.13100*
 - *10-year bond program*

Public Art

9

- Based on 2% of specified capital projects
- Projects recommended by Blue Ribbon Committee
 - Streets
 - Mill Street @ Business 121 \$ 58,040
 - Corporate Drive \$150,785
 - Trails \$139,216
 - Recreation Center \$492,157
 - Total \$840,198
- Preliminary FY 15-16 Hotel-Motel budget Includes one-time art catch-up” transfer of \$577,138

General Fund Reserve/Utility Fund Revenue Bonds

10

- Joint Fleet Maintenance Facility \$10,775,000
 - \$8,081,250 GF; \$2,693,750 UF
 - New facility will be built on city-owned property on new Valley Ridge on 19.8 acre site
 - Relocates and consolidates the current Fleet Maintenance and the Fire Fleet Maintenance into one location to take advantage of operational efficiencies

- City Hall Basement \$5,600,000
 - \$4.5M GF; \$1.1M GO Bonds
 - Functions as conference & EOC

General Fund Reserve Capital Plan

11

- Staff developed new 10 year capital plan utilizing GF reserve for land purchases and facilities; Reserve has historically been used to fund technology needs as well as capital investments
 - Also includes potential remodel of Bank Building on Main St (Commercial Bank of Texas)
 - Discussion of options planned for early fall.

General Fund Reserve Capital Plan

General Fund Reserves Plan		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	TOTAL
Projected FY15 Fund Balance	29,873,489											
20% Reserve	14,494,507											
Beginning Excess Reserve	15,378,982	15,378,982	11,834,551	10,884,551	9,534,551	8,184,551	7,334,551	5,984,551	4,553,301	4,203,301	3,853,301	
Resources												
Annual Growth		2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	20,000,000
Uses												
Technology Plan/One-Time		1,544,431	1,350,000	1,350,000	1,350,000	1,350,000	1,350,000	1,350,000	1,350,000	1,350,000	1,350,000	13,694,431
Land Purchases		2,000,000		1,000,000		500,000	500,000					4,000,000
Bank Renovation		1,000,000	600,000									1,600,000
Fleet Building (\$8,081,250)		1,000,000	1,000,000	1,000,000	2,000,000	1,000,000	1,000,000	1,081,250				8,081,250
Basement							500,000	1,000,000	1,000,000	1,000,000	1,000,000	4,500,000
Total Uses	-	5,544,431	2,950,000	3,350,000	3,350,000	2,850,000	3,350,000	3,431,250	2,350,000	2,350,000	2,350,000	31,875,681
Available Reserve	15,378,982	11,834,551	10,884,551	9,534,551	8,184,551	7,334,551	5,984,551	4,553,301	4,203,301	3,853,301	3,503,301	3,503,301
Reserve Stabilization	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
Excess Available Reserve	10,378,982	6,834,551	5,884,551	4,534,551	3,184,551	2,334,551	984,551	(446,699)	(796,699)	(1,146,699)	(1,496,699)	(1,496,699)

Draft Proposition Language

- “Shall the City Council of the City of Lewisville, Texas, be authorized to issue general obligation bonds of the City in the amount of \$71,600,000 for the purpose of providing funds for permanent public improvements, to wit: designing, developing, constructing, improving, extending, and expanding streets, thoroughfares, sidewalks, bridges, and other public ways of the City, including streetlighting, right-of-way protection, and related storm drainage improvements; and including acquiring, constructing, and installing public art related to and being part of some or all of the foregoing, and acquiring land and rights-of-way in connection with such public improvements...”
- “Shall the City Council of the City of Lewisville, Texas, be authorized to issue general obligation bonds of the City in the amount of \$39,900,000 for the purpose of providing funds for permanent public improvements, to wit: acquiring, developing, renovating and improving parks, park facilities and open spaces for park and recreation purposes, in and for the City, and including acquiring, constructing, and installing public art related to and being part of some or all of the foregoing, including the acquisition of land in connection with such public improvements...”
- “Shall the City Council of the City of Lewisville, Texas, be authorized to issue general obligation bonds of the City in the amount of \$10,500,000 for the purpose of providing funds for permanent public improvements, to wit: designing, constructing, reconstructing, improving, renovating, expanding, equipping, and furnishing public safety facilities, including fire station facilities, and police administrative facilities, and including acquiring, constructing, and installing public art related to and being part of some or all of the foregoing, including the acquisition of land in connection with such public improvements...”

Draft Ballot Language

14

□ Proposition 1

- FOR THE ISSUANCE OF \$71,600,000 GENERAL OBLIGATION BONDS FOR STREET IMPROVEMENTS, AND THE LEVYING OF A TAX IN PAYMENT
- AGAINST THEREOF.

□ Proposition 2

- FOR THE ISSUANCE OF \$39,900,000 GENERAL OBLIGATION BONDS FOR PARK, OPEN SPACE AND RECREATION IMPROVEMENTS AND FACILITIES AND THE
- AGAINST LEVYING OF A TAX IN PAYMENT THEREOF.

□ Proposition 3

- FOR THE ISSUANCE OF \$10,500,000 GENERAL OBLIGATION BONDS FOR POLICE FIRE FIGHTING FACILITIES AND IMPROVEMENTS, AND THE LEVYING OF A
- AGAINST TAX IN PAYMENT THEREOF.

Calendar Considerations

15

- August 17, 2015 Call for Election
- November 3, 2015 G O Bond Election

16

2015-2016 Utility Fund Budget

FY 15-16 Budget Impacts

17

- Impacts related to Dallas Water Utility
 - Utility (DWU) Rate Increase
- Impacts associated with long range capital plan

Two Water Sources

18

- **UNTREATED (lake water)**
 - Water treatment by Lewisville

- **TREATED**
 - Treated water purchased from DWU with direct delivery to Lewisville system via
 - East Side Pump Station
 - Midway Pump Station
 - Southside Pump Station

- **Both Sources Purchased from Dallas Water Utilities (DWU)**

FY 2015-16 Rate Impact - Dallas

19

- Water rate increase (Dallas Water Utilities)
 - Sabine River Authority
 - Palestine Pipeline - Integrated Pipeline Project
 - General Operations Cost
- Untreated = + 48.5%
- Treated = + 17% average rate
- \$1.062M possible increase to budget

DWU Rate Increase Impact Mitigation

20

- New “normalized year” based on lower consumption number of 140 gallons per capita per day (gpcd) vs 149 gpcd (based on reduction in consumption seen in last 3 years)
- Maximizing treated vs raw water
- Moved Sustainability position/program to General Fund
- Lowered impact from \$1.062M to \$735K

Budget Impact of Absorbing \$735K

21

- Investment in infrastructure maintenance was reduced
- Major consideration in bond rating is a willingness to set rates to cover all costs; ex. pass through of DWU rate increases

FY 2015-16 rate impact - Internal

22

- Utility Fund operation/maintenance cost*
- Capital projects plan**
- Aging infrastructure – reaching life expectancy
 - Plants 43+ Years
 - Infrastructure 50+ Years
- Additional \$790K is needed this fiscal year to increase investment in infrastructure

*Previous annual rate increases were for pass through cost related to DWU increases. We were able to invest internally without rate increases due to conservative budget methodology, dry years, etc.

** See Capital Plan Handout

Effect of Utility Rate Increases

Effect of Utility Rate Increases

% Increase	\$ Generated			Average Customer Impact			Average Bill (current is \$57.34)
	Water	Sewer	Total	Water	Sewer	Total	
1%	\$ 164,651	\$ 101,545	\$ 266,196	\$ 0.36	\$ 0.21	\$ 0.57	\$ 57.91
3%	\$ 493,953	\$ 304,634	\$ 798,587	\$ 1.08	\$ 0.64	\$ 1.72	\$ 59.06
4%	\$ 658,604	\$ 406,179	\$ 1,064,783	\$ 1.44	\$ 0.86	\$ 2.30	\$ 59.63
5%	\$ 823,255	\$ 507,723	\$ 1,330,978	\$ 1.80	\$ 1.07	\$ 2.87	\$ 60.21
6%	\$ 987,906	\$ 609,268	\$ 1,597,174	\$ 2.16	\$ 1.28	\$ 3.44	\$ 60.78

Average Residential Customer for calculations:

Water 10,000

Sewer 6,000