

**LEWISVILLE 2025 VISION ADVISORY BOARD  
APRIL 23, 2016**

**Members Present:**

Ray Hernandez, Chairperson  
Bob Troyer, Co-Chairperson  
Karen Locke  
\*Robert Solete  
Kristin Green  
Derik Hayenga  
Amanda Ferguson  
\*Tamela Bowie

**Members Absent:**

Toya Gant  
\*Tamela Bowie (approximately 9:00 a.m.)  
\*Robert Solete (after 10:51 a.m.)

**Consultants Present:**

Karen Walz, Strategic Community Solutions

**City Staff Present:**

Donna Barron, City Manager  
Eric Ferris, Assistant City Manager  
Steve Bacchus, Assistant City Manager  
Melinda Galler, Assistant City Manager  
Claire Swann, Assistant City Manager  
Gina Thompson, Director of Strategic Services  
James Kunke, Director of Community Relations & Tourism  
David Salmon, City Engineer  
Nika Reinecke, Director of Economic Development  
Cleve Joiner, Director of Development Services  
Robert Monaghan, Director of Parks & Leisure Services  
Lisa Weaver, Sustainability Manager  
Jennifer Malone, Executive Assistant

**Call to Order and Announce a Quorum is Present**

**(Agenda Item 1)**

The scheduled session of the Lewisville 2025 Advisory Board was called to order by Chairperson Ray Hernandez at 7:37 a.m. on Saturday, April 23, 2016, in the City Council Conference Room of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas. Chairperson Hernandez announced there was a quorum present.

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**Approve Minutes from February 4, 2016 Meeting**

**(Agenda Item 2)**

Upon a motion made by Board member Robert Solete and seconded by Board member Karen Locke, the Board voted eight (8) “ayes” and no (0) “nays” to approve the minutes of the Lewisville 2025 Advisory Board February 4, 2016 meeting.

**This meeting is a workshop for members of the Lewisville 2025 Advisory Board to discuss next steps planned for implementation of the Lewisville 2025 Plan and to brainstorm about future steps needed for continued implementation of the Big Moves. As such, no public comments will be taken during the meeting.**

**(Agenda Item 3)**

City Manager Donna Barron reported updates/progress since the February 4, 2016 meeting. Ms. Barron will show the Board the action steps and is requesting a response from the Board as to whether they think we are on track and also, beyond this year, if there is anything missing.

Karen Walz, Consultant, Strategic Community Solutions, discussed the agenda for the meeting. Ms. Barron advised that the 2016 City Council Retreat was handled differently than previous years. Trent Petty, Consultant, Petty & Associates who was the facilitator of the City Council Retreat, met with each City Council member individually prior to the Retreat and then brought policies back to the City Council as a group.

Based on the interviews with City Council members, a prioritized list was developed. Top priorities include:

1) *Actively encourage more residential uses in Old Town by taking advantage of land assembly opportunities and incentivize developers for desired development.*

Ms. Barron discussed that this is a more aggressive stance on economic development. We are actively working on land assembly.

2) *Increase parking in Old Town (explore fees to assist in purchase of land).*

Ms. Barron advised that Claire Swann and her team are working on land assembly. Eric Ferris and his team are working on parking. When the restaurants are open, more parking will probably be needed.

3) *Support new business start-ups by actively supporting Entrepreneur Center in city owned property in Old Town.*

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Ms. Swann advised that a small team charrette is planned to determine the best use for the bank building. There is a lot of interest for an entrepreneur center for mentoring and office sharing. The economic development interest for this type of center is that businesses that start here may remain here. Ms. Barron discussed that an entrepreneur center located in the bank building would be a short term project while hoping that the center will be successful and a location with more space will ultimately be needed, possibly toward the rail station.

*4) Tell our story more effectively by creating a mobile city hall and implementing a broad array of on-line performance based dashboards.*

Ms. Barron discussed the purpose of the Mobile City Hall, which will provide core functions as well as Library services. City Council wants staff to go out into the community to engage the community. The City has a command vehicle that has not been set up that can be used as a Mobile City Hall.

Ms. Barron discussed the performance based dashboards. The dashboards would provide real-time performance based information and provide a tool to enable the public to look at what is going on in their community.

*5) Improve consistency of community appearance by developing a Community Character Manual.*

Nika Reinecke, Director of Economic Development, discussed the Community Character Manual. She explained that this is a way to engage smaller sections of the City to develop an image for their own community. We are looking at dividing the City into separate areas, prioritizing those areas and then engaging neighborhoods to develop their own character. Ms. Barron advised that this is a long-term project. Ms. Swann discussed that the process will probably take 2-3 years and that hiring a consultant to assist with the project is needed. This really defines the image that the community has, both public and private, and new developers coming in would know what the neighborhoods want.

Ms. Walz said that she has been working with the City of Richardson on their comprehensive plan, in which districts were created. Examples of districts are a Chinatown district, Main Street district (Old Town), and an Inner Urban district (creating adaptive re-development). Each has a design palette and then a form-based code is created in which zoning was changed to incorporate these changes specific to the district.

*6) Create Unified Updated Development Code*

Ms. Swann and Ms. Reinecke are currently working on development codes, which is focuses on the complete city, rather than looking at a case-by-case basis. They are also looking at “quick fixes” for development happening sooner. Ms. Reinecke advised that current zoning ordinance was written in 1971. Ms. Swann discussed that Council is making this a priority and this is largely due to Lewisville 2025. Ms. Reinecke discussed with the board that development is

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changing and our current codes are generally based on having a large piece of property to develop, which is not the case in many circumstances.

Ms. Barron discussed that the 2025 committee has had a big impact on these change and the 2025 plan has really made so much difference. Board Member Ray Hernandez agreed and said that he is hearing a lot about the 2025 plan from developers, residents, etc. Board Member Kristin Green also serves on the Planning & Zoning Commission and said that the 2025 plan has been used a lot in their decisions because it gives them a tool to use for what the citizens want.

In addition to the top priorities, there are also some lower priorities that were identified including:

1) *Improve consistency of community appearance by identifying unique themed improvements based on neighborhood area (will be part of Community Character Manual).*

2) *Improve neighborhood aesthetics by identifying new neighborhood pocket parks opportunities where most needed (will be part of Community Character Manual).*

Ms. Barron advised that this is being looked at hesitantly at this point due to maintenance issues, but neighborhoods definitely need meeting places so staff is looking into that. Cleve Joiner stated that the neighborhoods are really beginning to pull together. Board member Amanda Ferguson asked if it would be out of line to expect the neighborhoods to maintain these pocket parks. Ms. Barron discussed that the City would appreciate the neighborhoods taking care of these, but as Bob Monaghan, Parks Director, advised, the City would be responsible for the general maintenance. Mr. Monaghan further advised that the residents are taking more of an interest in reporting issues with parks, which is good. Ms. Swann discussed that we are using Homeowners Associations on new developments, but by adding these parks to existing neighborhoods without an HOA, we cannot force the homeowners to maintain them.

Board member Troyer discussed that they are having their second block party and he met many of his neighbors at the first block party. Ms. Barron said that the Mobile City Hall can stock items needed for block parties, such as barricades, etc. We are wanting to be able to roll that out pretty quickly. Ms. Walz advised that this has worked well in other cities.

3) *Improve citizen engagement by using city wide emergency response training as a means to educate and involve neighborhoods.*

4) *Pursue additional applications for entrepreneur center such as art, community kitchen, etc.*

Staff updated the Board members on updates to Big Moves since the February 2016 board meeting including:

- *Land assembly opportunities in Old Town (Old Town Big Move)*
- *Colorpalooza held April 9, 2016 (Marketing & Communication Big Move)*

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Mr. Kunke reported that 2,500 people attended the event and participation was better with a lot of activities for children. There were positive Facebook comments the day after the event and tie-dyed shirts from the event have been seen being worn around the city.

- *South Village moves forward (New Neighborhood Choices Big Move)*

Ms. Reinecke stated that South Village has been cleared off; the project is moving forward. Located at Elm/Mill, the development will have 63 new single-family detached residential units, 12 attached units and 10 live/work units with a business located on the first floor with a residence located on the second floor. The live/work units are almost all pre-sold.

- *Charrette process or City Owned Property approved by City Council (Old Town Big Move)*
- *First private event held at WFP (Old Town Big Move)*

Ms. Barron advised that DENCO911 held the first private event at the Wayne Ferguson Plaza. Mark Chestnut was the band for entertainment.

- *Coyote Theater under construction (Employment Centers Big Move)*

Ms. Reinecke reported that Coyote Theater is under construction and should be open in July 2016.

- *Bought 4 Nissan Leaf cars and installed charging stations in Old Town (Sustainability Big Move)*

Ms. Barron advised that the City now has four Nissan Leaf vehicles. Ms. Weaver reported that we were able to get the electric charging stations for free and will be looking into getting some public charging stations.

**Big Move: Green Centerpiece**

**FY 15/16**

- *Finalize Master Strategy by June 2016*

Ms. Walz advised that the partners have been working together and are coming up with action steps on how to strengthen education, etc. The City is now operating LLELA.

- *Incorporate findings of Audubon feasibility study into master strategy*

Ms. Walz discussed that there have been good discussions with Audubon and we have received a draft feasibility study from Audubon. A partnership will be necessary in order to get the Nature Center at LLELA. Ms. Barron advised that without LISD, the Nature Center will

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struggle so LISD will be very important to this program. Board member Karen Locke advised that as a tax payer and employee of LISD, the availability of a nature center for students would be a huge opportunity. Board member Derik Hayenga asked Ms. Walz to provide him a copy of the study showing improvement in test scores due to having a nature center.

**FY 16/17**

- *Begin development of lake park master strategy*

Mr. Monaghan discussed the needs for improvements at Lake Park. The campground is part of the discussion. Ms. Barron said that the City would love to have an event park; the Park Board will need to play a role in determining the needs for Lake Park.

- *Bond monies for actual design and construction moved out to FY 19-20 and FY 20-21; develop master strategy over the next several years to prepare for future design and construction*

Mr. Ferris discussed the flooding at Lake Park. The flooding has provided insight to which areas would not be good for construction. Due to elevations, a hotel could not be built there. Ms. Reinecke advised that the northern property adjacent to the park was recently purchased by a developer to build 300 residential units. The challenge will be to get two points of access. The City wants this development to have a good connection to the station. Ms. Barron advised that this is only piece of property not owned by the Corps of Engineers.

- *Begin implementation of Green Centerpiece Master Strategy*

**Big Move: Extending the Green**

**FY 15/16**

- *Continue creekscaping program on timber creek and expand to prairie creek*
- *Design new Garden Ridge trail*
- *Consider land purchase focused on Extending the Green*

**FY 16/17**

- *Develop Master Smartscape strategy to extend the green throughout the community in medians, rights-of-way and park system*
- *Work with neighborhood leaders to develop plans to gain connectivity from neighborhoods to trail system*

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- *Construct new Garden Ridge Trail*
- *Design and create an outdoor reading space adjacent to library to be used for individual and group literature related events*

Ms. Barron discussed that this is another initiative for the Library going into 2025. Staff is looking for a space and considering the area between the Herring Recreation Center and Central Fire Station.

**Big Move: Thriving Neighborhoods**

**FY 15/16**

- *City Council approved incentive program concepts to encourage neighborhood revitalization; staff will finalize a policy implementing program*

Ms. Barron discussed trying to make multi-family communities feel they are a part of Lewisville.

- *Continue to expand 'Neighbors Leading Neighbors' program*
- *Begin implementation of property maintenance repair programs*
- *Continue premier neighborhood police services*

**FY 16/17**

- *Enhance website for residents to report problem properties to follow staff resolutions*
- *Develop a more stringent abandoned property ordinance*

Mr. Joiner is obtaining data to determine how other cities monitor/handle this, such as registering abandoned buildings so city can monitor repairs as well as coming up with some incentives.

- *Design program for enhanced neighborhood screening and consider funding options*

Ms. Reinecke said that plans for this are being developed along with the Community Character Manual.

- *Continue to research strategies for premanufactured modular/mobile home code compliance*
- *Establish NLN program in multi-family communities*

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**FY 17/18**

- *Work with hotel/motel properties on development of inspection program*

**Big Move: New Neighborhood Choices**

**FY 15/16**

- *Continue to work with developers at all 3 DCTA stations to implement mixed use developments*
- *Complete I-35E overlay district plan*

Ms. Reinecke discussed that a section of the ordinance will be identified for redevelopment areas and focal identity points due to the I-35 reconstruction. An overlay district plan will address screening, lighting, landscaping, uses, etc.

- *Develop report for City Council showing development of new neighborhoods*

**FY 16/17**

- *Develop report on overall cost of annexation of Castle Hills Water Districts, including infrastructure maintenance costs*
- *Work towards approval of proposed high-rise residential project at the site of Tower Bay mobile homes*
- *Start the process of development of specific area plans for various sectors to achieve quality development and re-development*

**\* Board member Tamela Bowie left the meeting at approximately 9:00 a.m.**

**Big Move: Old Town**

**FY 15/16**

- *Options for uses of city owned property located at 191 West Main Street will be discussed in Design Charrette Process planned for May 19, 2016*
- *Design the Main-Mill Corridor project*

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Mr. Ferris advised that the City has held four public meetings. The project is getting ready to go under design, but will not start construction until the completion of Valley Parkway construction.

- *Implement fire sprinkler system*

Mr. Joiner reported that staff is going door-to-door getting consent and will come back later with signed documents. This will require 100% consent in a quadrant.

- *Complete new marketing packet for economic development purposes*
- *Implement a monthly events program at Wayne Ferguson Plaza using a combination of City and third-party activities*

**FY 16/17**

- *Petty and Associates will study medical and infill project opportunities and will make recommendations to City Council*
- *Continue work on Main-Mill corridor project*
- *Develop program to inform and engage Old Town District*
- *Continue to work with Catalyst Commercial to bring retail, restaurants and a grocery store to Old Town*
- *Continue expansion of events in Wayne Ferguson Plaza*
- *Continued funding of land banking program and economic development incentives*

**Future Action Steps**

- *Assist with plans by Lewisville Chamber for a Cinco-de-mayo event*
- *Continued funding of land banking program and economic development incentives*

**Big Move: Employment Centers**

**FY 15/16**

- *Review current economic development policy and recommend needed changes by September 2016*

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- *Finalize agreements with Mary Kay and Coyote Theater (done)*
- *Agreement finalized with MCS to occupy 120,000 square feet of office space*

Ms. Reinecke explained that the City lost Nation Star headquarters, so there was a 120,000 sf building available. MCS came in to a portion of the space and will employ 500-700 people.

Board member Hernandez will bring Ms. Barron an overall business retention program plan within the next few weeks.

**FY 16/17**

- *Begin revision of the general development ordinance/zoning ordinances for changes that would enhance quality of commercial development (Retreat Direction)*
- *Maintain inventory of available properties for business relocation, consider options such as Industrial Park creation*
- *Assist Chamber of Commerce with development of Business Retention Program*

**Big Move: Focal Identity Points**

**FY 15/16**

- *Complete I-35E overlay district*
- *Continue to work with property owners/developers to achieve norther identity point vision*

**FY 16/17**

- *Develop funding options to connect Green Centerpiece to Southern Gateway*

Ms. Reinecke reported that this plan is coming together well. The mall is on one side and Hebron 121 Station is on the other side. Adding commercial development is planned for that area with focus on connecting the green.

- *Continue to work with property owners/developers to achieve northern identity point vision*
- *Begin discussions with developers on land assembly and redevelopment throughout corridor*

**Big Move: Marketing and Communications**

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**FY 15/16**

- *Redesign of all City websites by summer 2016*
- *Expansion of mobile app with new interactive features after website re-launch*

Mr. Kunke discussed the re-launch of the City website to include a mobile app.

- *Return of printed Horizon newsletter by summer 2016*

Mr. Kunke discussed that bringing back the Horizon printed newsletter will give us back the tool to reach each and every resident.

- *Lewisville 2025 status report was mailed to all residents in February 2016*
- *New event Colorpalooza: a Celebration of Spring debuted April 9*
- *Public art policy adopted in February 2016*

Now that the City has an approved art policy and directive, a plan will be developed.

- *Design approved for new gateway signs by summer 2016*
- *Continue to expand and improve Western Days*

**FY 16/17**

- *Design and implement a Mobile City Hall program*
- *Develop an Arts Master Plan*
- *Develop and expand programs at Wayne Ferguson Plaza*
- *Develop Old Town Marketing program*
- *Develop specialized website for live music*
- *Develop a festival mobile app*

**Big Move: Sustainability**

**FY 15/16**

- *Develop short-term and long-term implementation plans for actions recommended in audit*

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- *Develop metrics to measure progress (performance dashboard) and document cost and resource use reductions*
- *Develop internal administrative directives to address facility recycling, indoor climate control, green purchasing, and expanded clean fleet initiatives*
- *Hosted inaugural Eco Alley as part of Colorpalooza Event in April*
- *Develop plan to improve multi-family recycling results and promote commercial recycling*
- *Present proposed Green Code to Council for adoption*

Mr. Joiner discussed the Green Code. Staff is currently working on a document to present to Council so they can decide which components to apply and whether to apply this to residential, commercial or both. This will address water and electricity as well as other items.

Board member Robert Solete inquired about solar panels. Ms. Barron discussed that there is a recommendation for solar panel options for city facilities. Ms. Weaver explained that we have learned from the study that we want to first address what is easiest and most economical and then develop a plan for solar panels. Ms. Walz discussed that first we should design facilities to use less energy demand and then, after that, look at how we can use energy more efficiently. Mr. Joiner discussed the COG Solar Ready Project, which the City has been working on. The purpose is to achieve consistency with many cities.

**FY 16/17**

- *Establish green teams to facilitate implementation of short-term and long-term goals related to City operations*
- *Develop revised landscape ordinance*
- *Consider development of electric charger program to place at high use areas such as DCTA stations*
- *Develop incentive program for residential/commercial sustainability program including green recognition awards*
- *Develop renewable energy strategy*

**At 9:55 a.m. Chairperson Hernandez recessed the meeting and the board members divided into two groups to begin Team Discussions.**

**At 10:30 a.m. Chairperson Hernandez reconvened the meeting.**

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The board members discussed their results as a team on the following issues:

**BIG MOVE 1: GREEN CENTERPIECE**

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**Begin development of Lake Park master strategy**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Begin Implementation of Green Centerpiece Master Strategy**

Team 1: *Considers this a high priority, which is ongoing*

Team 2: *Considers this a high priority*

**BIG MOVE 2: EXTENDING THE GREEN**

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**Develop Master Smartscape strategy to extend the green throughout the community in medians, rights-of-way and park system**

Team 1: *Considers this a high priority, which is ongoing*

Team 2: *Considers this a medium-high priority*

**Work with neighborhood leaders to develop plans to gain connectivity from neighborhoods to trail system**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Construct new Garden Ridge trail**

Team 1: *Considers this a medium priority*

Team 2: *Considers this an ongoing priority*

**Design and create an outdoor reading space adjacent to library to be used for individual and group literature-related events**

Team 1: *Considers this a medium priority and would like to look at different locations*

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Team 2: *Considers this a low priority. This would be seasonal. It may be necessary to go back to the Library board to discuss how this would work.*

**BIG MOVE 3: THRIVING NEIGHBORHOODS**

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**Enhance website for residents to report problem properties and to follow staff resolution**

Team 1: *Considers this a high priority, which is ongoing along with the printed newsletter and other avenues.*

Team 2: *Considers the website to be adequate and ongoing.*

**Develop a more stringent abandoned property ordinance**

Team 1: *Considers this a high priority.*

Team 2: *Considers this a high (plus) priority.*

**Design program for enhanced neighborhood screening and consider funding options**

Team 1: *Considers this a high priority.*

Team 2: *Considers this a medium priority*

**Continue to research strategies for pre-manufactured modular/mobile home code compliance**

Team 1: *Considers this a medium/ongoing priority.*

Team 2: *Considers this a high priority, but would like to have the focus on the property owner rather than the owner of the modular/mobile home. There is a concern that staff could spend a lot of time and energy on a population that is mobile.*

Board member Kristin Green questioned if this population is mobile because they are not being engaged. Ms. Reinecke discussed that in the new communities there are generally new people moving into the city, not transfers from other areas of the city.

**Establish NLN program in multi-family communities**

Team 1: *Engaging the multi-family community is a high priority. It is really important to engage multi-family residents to help keep up the quality and take some pride.*

Team 2: *Considers this a medium priority, which is ongoing.*

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Board member Ray Hernandez discussed that 1/3 of the Lewisville population lives in multi-family.

**\* Board member Robert Solete left the meeting at 10:51 a.m.**

Additional Discussion:

Mr. Ferris provided clarification in regard to neighborhood screening. There are many options in addition to 6-foot screening walls, including landscaping, berms, etc. Ms. Barron discussed that the cost of 6-foot screening walls is very high and alternate screening is not always possible due to right-of-way, etc. Mr. Joiner discussed that through the neighborhood program(s) this may be part of the community funding if there is a large buy-in for neighborhood screening.

Mr. Joiner discussed the possibility of NLN programs in multi-family communities. We currently have multi-family inspection program and the single-family rental inspection programs so there is communication with the owners, but not with the tenants to establish a sense of belonging or community. Board member Derik Hayenga advised that the school district does track the mobility of the community.

**BIG MOVE 4: NEW NEIGHBORHOOD CHOICES**

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**Develop report on overall cost of annexation of Castle Hills Water Districts, including infrastructure maintenance costs**

Team 1: *Considers this a medium, ongoing priority*

Team 2: *Considers this a low priority because Castle Hills is already underway*

**Work towards approval of proposed high-rise residential project at the site of Tower Bay mobile homes**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high (plus) priority*

**Start the process of development of specific area plans for various sectors to achieve quality development and redevelopment**

Team 1: *Considers this a high priority*

Team 2: *Considers this an ongoing priority (doesn't need more energy)*

Additional Discussion:

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Ms. Barron discussed that, in relation to Castle Hills, we are now in the process of analyzing infrastructure/services (police, animal services, health inspections, etc.).

**BIG MOVE 5: OLD TOWN**

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**Petty and Associates will study medical and infill project opportunities and will make recommendations to City Council**

Team 1: *Considers this a medium priority, which is ongoing*

Team 2: *Considers this an ongoing priority*

**Continue work on Main-Mill corridor project**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Develop program to inform and engage Old Town District**

Team 1: *Considers this a high priority*

Team 2: *Considers this a medium priority, which is ongoing*

**Continue to work with Catalyst Commercial to bring retail, restaurants and a grocery store to Old Town**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Continue discussions with North Central Community College concerning presence in Old Town**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Continue expansion of events in Wayne Ferguson Plaza**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority, which is ongoing*

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**BIG MOVE 6: EMPLOYMENT CENTERS**

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**Begin revision of the general development ordinance/zoning ordinances for changes that would enhance quality of commercial development**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Maintain inventory of available properties for business relocation; consider options such as Industrial Park creation**

Team 1: *Considers this a medium priority, which is ongoing*

Team 2: *Considers this a high priority*

**Assist Chamber of Commerce with development of Business Retention Program**

Team 1: *Considers this a high priority*

Team 2: *Considers this an ongoing priority*

Additional Discussion:

Ms. Barron discussed the need for an industrial park for the businesses moving from Old Town.

**BIG MOVE 7: FOCAL IDENTITY POINTS**

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**Develop funding options to connect Green Centerpiece to Southern Gateway**

Team 1: *Considers this a high priority*

Team 2: *Considers this a medium priority*

**Continue to work with property owners/developers to achieve northern identity point vision**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Begin discussions with developers on land assembly and redevelopment throughout corridor**

Team 1: *Considers this a medium priority*

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Team 2: *Considers this a high priority*

**BIG MOVE 8: MARKETING & COMMUNICATIONS**

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**Design and implement a Mobile City Hall program**

Team 1: *Considers this a medium priority, which is ongoing*

Team 2: *Did not apply a rating to this item*

**Develop an Arts Master Plan**

Team 1: *Considers this a medium priority*

Team 2: *Considers this an ongoing priority*

**Develop and expand programs at Wayne Ferguson Plaza**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Develop Old Town Marketing program**

Team 1: *Considers this a high priority*

Team 2: *Considers this a high priority*

**Develop specialized website for live music**

Team 1: *Considers this a low priority*

Team 2: *Considers this a low priority*

**Develop a festival mobile app**

Team 1: *Considers this a low priority*

Team 2: *Considers this a low priority*

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**BIG MOVE 9: SUSTAINABILITY**

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**Establish green teams to facilitate implementation of short-term and long-term goals related to City operations**

Team 1: *Considers this a high priority*

Team 2: *Considers this an ongoing priority*

**Develop revised landscape ordinance**

Team 1: *Considers this a medium priority*

Team 2: *Considers this a high priority*

**Consider development of electric charger program to place at high use areas such as DCTA stations**

Team 1: *Considers this a low priority*

Team 2: *Considers this a medium priority*

**Develop incentive program for residential/commercial sustainability program including green recognition awards**

Team 1: *Considers this a medium priority*

Team 2: *Considers this a low priority*

**Develop renewable energy strategy**

Team 1: *Considers this a medium priority*

Team 2: *Considers this a medium priority*

Discussed the bond program and role of the committee:

- The committee will receive quarterly updates on the status of projects
- Be ambassadors helping to share information with the community
- Participate in design and programming discussion for major facilities needing public engagement
  - The multi-generational facility is an example of a project needing public engagement. Ms. Barron advised the Board that staff is working with the

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architectural firm. We will want to go back to be sure that we all want the same things after June-July City Council meetings. After that we will want to go back to the community.

- This will need a lot of education and discussion with an initial public engagement meeting and then a charrette process.
- Mr. Monaghan discussed how the public meetings were done for the skate park.

The committee will serve as “Big Move Champions” for particular big moves, recruit additional Champions for Big Moves or individual action steps and celebrate accomplishments of all Champions.

Ms. Barron discussed scheduling another meeting/workshop similar to this one in October or November 2016.

**Adjournment**

**(Agenda Item 4)**

**MOTION:** Upon a motion made by Board member Karen Locke and seconded by Board member Bob Troyer, the Board voted six (6) “ayes” and no (0) “nays” to adjourn the meeting of the Lewisville 2025 Advisory Board at 11:34 a.m. on Saturday, April 23, 2016. The motion carried.

APPROVED:

\_\_\_\_\_  
Ray Hernandez, CHAIRPERSON  
LEWISVILLE 2025 ADVISORY BOARD

PREPARED BY:

\_\_\_\_\_  
Jennifer Malone,  
Executive Assistant, City of Lewisville