



CITY COUNCIL BUSINESS PLAN
FY2019 Goals and Objectives
CATEGORY 5

CITY COUNCIL VISION STATEMENT
DeSoto is an All-America City, rich in history and educational opportunities, where people come to live, work and play in a prosperous, attractive, culturally-inclusive community that is a destination for arts, family entertainment and sports.

GOAL 1) ENHANCE THE QUALITY OF LIFE IN DESOTO

GOAL 5.1

5.1.1 A. Collaborate with Best Southwest Cities, with the primary focus on DeSoto, for public transportation services, such as a trolley or shuttle.

1. Explore and implement a pilot transportation program, targeting the senior citizen and disabled population.
 - a. Seek private partnerships within the region.
 1. PHI Helicopter paid transportation service
 2. Red Cross fee-based service
 3. Star Transit pilot transportation service

CITY COUNCIL AND FIRE DEPARTMENT (Quarters 1-4)

2. Host a Town Hall Meeting to update the public about ongoing Best Southwest transportation efforts.

CITY COUNCIL (Quarters 1-4)

3. Explore funding and/or grant opportunities for a transportation program in DeSoto.

CITY COUNCIL (Quarters 1-4)

- a. Contact Federal officials and/or NCTCOG regarding possible funding assistance.
- b. Contact legislators to inquire about grant opportunities
- c. Leverage City's membership in Texas-21.

5.1.2 B. Promote a healthier business climate in the City.

1. Continue to host bi-annual Mayor's Business Roundtable to provide an update on goings on in the City and to provide a forum to receive input and perspectives from businesses.

CITY COUNCIL AND PUBLIC INFORMATION OFFICER (Quarters 1-4)

- 5.1.3 C. Increase the value of commercial assets through new development and redevelopment.
- 5.1.3.1 1. Encourage development on the remaining undeveloped areas at the intersection of Belt Line Road and Westmoreland Road. Facilitate growth and development in the Northwest Medical District.
- 5.1.3.2 2. Support the effort to attract new retail tenants to the Town Center Project.
- 5.1.3.3 3. Provide assistance, as appropriate, for the redevelopment of the areas along the Hampton Road Corridor.
- 5.1.3.4 4. Encourage potential developers to acquire or retrofit the former Kmart building.
- 5.1.3.5 5. Encourage development of vacant tracts along Interstate 35, from Centre Park Boulevard to Southpointe Drive.
- 5.1.3.6 6. Encourage the development of a civic/events center.
- 5.1.3.7 7. Explore commercial, retail and industrial businesses on which to focus for City-wide economic development.
- 5.1.3.8 8. Provide, as appropriate, assistance for the continued development around the heliport area.

DESOTO ECONOMIC DEVELOPMENT CORPORATION, CITY COUNCIL AND CITY MANAGER'S OFFICE (Quarters 1-4)

- 5.1.4 D. Seek employment-focused economic development with an emphasis on professional employment.

DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

- 5.1.5 E. Promote job opportunities through various marketing mediums and job fairs.

DESOTO ECONOMIC DEVELOPMENT CORPORATION, CHAMBER OF COMMERCE, AND PUBLIC INFORMATION OFFICER (Quarters 1-4)

- 5.1.6 F. Explore youth employment/career opportunities.

- 5.1.6.1 1. Continue to support the Parks & Recreation Summertime on Belt Line Program and other career-based workshops for high school students.
- 5.1.6.2 2. Form new partnerships for mentoring, job training, and employment.
- 5.1.6.3 3. Continue to host the Mayor for a Day Program.
- 5.1.6.4 4. Continue to host the DeSoto Public Library "Best Southwest Everything Teen" Event, to promote career and leadership development for youth.

- 5.1.6.5 5. Create and Implement the Youth Masterplan

MAYOR'S OFFICE, CITY MANAGER'S OFFICE, LIBRARY, PARKS & RECREATION (Quarters 1-4)

- 5.1.7 G. Renovation of the Library children's area and circulation desk area.

LIBRARY (Quarters 1-4)

- 5.1.8 H. Market DeSoto as a family-oriented community.
CITY COUNCIL, CITY MANAGER'S OFFICE, LIBRARY AND PARKS (Quarters 1-4)

GOAL 2) CONTINUE LEADERSHIP ROLE IN COLLABORATIVE EFFORTS IN COMMUNITY AND ECONOMIC DEVELOPMENT WITHIN THE REGION
GOAL 5.2

- 5.2.1 A. Continue discussions regarding the Regional Economic Development Initiative with the Best Southwest Partnership.
CITY COUNCIL AND DESOTO ECONOMIC DEVELOPMENT CORPORATION BOARD (Quarters 1-4)

GOAL 3) MAINTAIN DESOTO AS A SAFE, CLEAN, AND ATTRACTIVE COMMUNITY
GOAL 5.3

- 5.3.1 A. Develop and update the 2019-2024 Capital Improvement Plan.
CITY COUNCIL, CITY MANAGER'S OFFICE AND DEVELOPMENT SERVICES (Quarters 1-4)

- 5.3.2 B. Implement the FY2019 Capital Improvement Plan.
DEVELOPMENT SERVICES (Quarters 1-4)

- 5.3.3 C. Continue the Community Service Program.
CITY MANAGER'S OFFICE, MUNICIPAL COURT AND POLICE DEPARTMENT

- 5.3.4 D. Initiate an incentive program that assists retail/commercial businesses with façade and exterior upgrades.
DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

- 5.3.5 E. Explore the construction of a screening wall along the west side of Hampton Road.
DEVELOPMENT SERVICES AND CODE ENFORCEMENT (Quarters 1-4)

- 5.3.6 F. Continue to implement the Domestic Violence Awareness and Prevention Program.

- 5.3.6.1 1. Continue to evolve the two-year Domestic Violence Strategic Plan.
 - a. Employ prevention measures and awareness initiatives, such as social media posts, website, billboards, water bill inserts and other printed material, as well as presentations at area schools, churches, and non-profit organizations through Community Engagement Initiatives (i.e., annual symposium, purple pinwheel victims display float, workshops, speakers bureau, etc.)

- 5.3.6.2 2. Explore partnerships in furtherance of the Program mission.
 - a. Public and private schools
 - b. Churches

- c. Non-profit organizations
- d. Public-private partnerships
- 5.3.6.3 3. Implement violence intervention, mitigation and recovery initiatives.
 - a. Maintain the resource repository within the Police Department, to provide for concise resource coordination.
 - b. Provide referrals for counseling services for victims, children, and abusers.
 - c. Create a support, intervention, and relational model.
 - 1. Provide funding as needed through the DeSoto Police Department Victims Advocate to provide lodging, gas cards and counseling for victims.

5.3.6.4 4. Videotape a roundtable discussion for the Domestic Violence Awareness and Prevention Program.

5.3.6.5 5. Continue to present Mayoral Proclamations for Domestic Violence Awareness Month in October, Teen Domestic Violence Awareness Month in February, and Sexual Assault Awareness and Prevention Month in April.

CITY COUNCIL, POLICE DEPARTMENT AND DOMESTIC VIOLENCE ADVISORY COMMISSION (Quarters 1-4)

5.3.7 G. Continue to enhance DeSoto's position as a leader in emergency preparedness and the Best Southwest Area and the State of Texas.

5.3.7.1 1. As a member of the council of governments for Citizens Emergency Response Teams (CERTs) in the Best Southwest Area, enhance our relationship with the NCTCOG Emergency Preparedness Planning Council (EPPC).

CITY COUNCIL AND FIRE DEPARTMENT (Quarters 1-4)

5.3.8 H. Explore the feasibility and implementation of solar radar signs.
DEVELOPMENT SERVICES AND POLICE DEPARTMENT (Quarters 1-4)

5.3.9 I. Conduct town hall crime prevention awareness meetings.
POLICE DEPARTMENT (Quarters 1-4)

GOAL 4) RECOGNIZE, PRESERVE AND CELEBRATE DESOTO'S HISTORY

GOAL 5.4

5.4.1 A. Capture and provide to the public DeSoto's history (other than Nance Farm), by videotaping Focus on Leadership sessions that showcases the contributions of DeSoto citizens.

MAYOR, PUBLIC INFORMATION OFFICER AND DESOTO, TEXAS HISTORICAL FOUNDATION BOARD (Quarters 1-4)

5.4.2 B. Host an event to celebrate the city's 70th anniversary.
ARTS COMMISSION, DESOTO, TEXAS HISTORICAL FOUNDATION BOARD (Quarters 1-3)

GOAL 5) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES

GOAL 5.5

5.5.1 A. Develop program or policies for the City of DeSoto to become an employer of choice.

5.5.1.1 1. Conduct employee exit surveys.
HUMAN RESOURCES (Quarters 1-4)

GOAL 6) BECOME A DESTINATION FOR ARTS, FAMILY ENTERTAINMENT AND SPORTS

GOAL 5.6

5.6.1 A. Continue partnerships with the Chamber of Commerce Convention and Visitors Bureau and DeSoto hoteliers, to develop a regional audience for events taking place in City of DeSoto facilities.

PUBLIC INFORMATION OFFICER AND PARKS & RECREATION (Quarters 1-4)

5.6.2 B. Collaborate with the DeSoto Independent School District and private entities to create a long-term financial plan for the construction of a recreation center / aquatics center in DeSoto.

CITY COUNCIL AND PARKS & RECREATION, DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

5.6.3 C. Explore an entertainment venue that will target youth-focused events.

DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

5.6.4 D. Explore a movie-grill type venue.

DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

5.6.5 E. Create a financial plan for the strategic development of the Meadowcreek Masterplan.

PARKS & RECREATION (Quarters 1-4)

GOAL 7) BUILD A STRONGER SENSE OF COMMUNITY

GOAL 5.7

5.7.1 A. Formally create the Veterans Affairs Committee's mission and goals.

CITY COUNCIL AND CITY SECRETARY (Quarters 1-4)

5.7.2 B. Create a Veterans Page on the City's website.

PUBLIC INFORMATION OFFICER AND INFORMATION TECHNOLOGY (Quarters 1-4)

5.7.3 C. Develop an incentive program for Veterans in partnership with the local businesses.

CITY SECRETARY AND PUBLIC INFORMATION OFFICER (Quarters 1-4)

- 5.7.4 D. Continue to provide opportunities for community engagement, such as:
- 5.7.4.1 1 Partnering with established community events addressing mental health and cardiovascular disease.
 - 5.7.4.2 2. Conducting town hall meetings and forums in different areas of the City.
 - 5.7.4.3 3. Establish a conference call line for town hall forums.
CITY COUNCIL, CITY MANAGER'S OFFICE, PARKS AND RECREATION DEPARTMENT, INFORMATION TECHNOLOGY, FIRE DEPARTMENT, HUMAN RESOURCES (Quarters 1-4)
- 5.7.5 E. Publicly recognize and celebrate significant accomplishments/service of citizens, City volunteers and City employees.
ALL DEPARTMENTS (Quarters 1-4)

GOAL 8) ENHANCE STRATEGIES FOR MARKETING AND COMMUNICATIONS TO THE DESOTO COMMUNITY
GOAL 5.8

- 5.8.1 A. Continue to create press releases and/or social media posts to promote good news about the City.
ALL DEPARTMENTS AND PUBLIC INFORMATION OFFICER (Quarters 1-4)
- 5.8.2 B. Create the Marketing and Media Department within the City.
- 5.8.2.1 1. Explore funding sources for implementing the marketing strategy, new or updated logo, and branding.
 - 5.8.2.2 2. Develop instructional videos.
 - 5.8.2.3 3. Develop a communication strategy to share information to the public.
CITY MANAGER'S OFFICE AND DESOTO CHAMBER OF COMMERCE CVB (Quarters 1-4)
- 5.8.3 C. Consider design and construction of a new Chamber of Commerce Convention and Visitors Bureau facility.
CITY MANAGER'S OFFICE AND DEVELOPMENT SERVICES
- 5.8.4 D. Continue DeSoto's online presence through the City website and social-networking sites, to improve communication and promote our image as a progressive All-America City.
- 5.8.4.1 1. Promote mobile application use of push-notification technology.
ALL DEPARTMENTS (Quarters 1-4)
 - 5.8.4.2 2. Expand the visibility of "Notify Me" email and/or text notifications sent via the City website.
ALL DEPARTMENTS (Quarters 1-4)
 - 5.8.4.3 3. Continue to explore auto-dial alternatives to the existing Code Red services that allow for citizen notifications by phone.
ALL DEPARTMENTS (Quarters 1-4)

- 5.8.4.4 4. Continue to enhance the events calendar on City website.
INFORMATION TECHNOLOGY AND PUBLIC INFORMATION OFFICER (Quarters 1-4)
- 5.8.4.5 5. Continue public awareness and promote use of the 2-1-1 system to residents, as well as social service providers.
INFORMATION TECHNOLOGY AND PUBLIC INFORMATION OFFICER (Quarters 1-4)

GOAL 9) MAINTAIN MUNICIPAL TRANSPARENCY

GOAL 5.9

- 5.9.1 A. Continue to provide ethics training for elected and appointed officials.
CITY COUNCIL, ALL BOARDS AND COMMISSIONS AND ALL DEPARTMENTS (Quarters 1-4)
- 5.9.2 B. Promote the instructional video on the usage of the Fraud Hotline.
AUDIT AND FINANCE COMMITTEE AND PUBLIC INFORMATION OFFICER (Quarters 2 - 4)
- 5.9.3 C. Continue the process for selecting a new Enterprise Resource Planning (ERP) financial-reporting software system.
FINANCE DEPARTMENT AND ALL DEPARTMENTS (Quarters 1-4)
- 5.9.4 D. Create a 5-year Vision Plan.
 - 5.9.4.1 1. Explore and implement a Project Management system.
- 5.9.5 E. Encourage, track and maintain minority business participation for City projects.
FINANCE DEPARTMENT AND ALL DEPARTMENTS (Quarters 1-4)