

**RICHLAND HILLS CITY COUNCIL
STRATEGIC PLANNING WORKSHOP
MARCH 24, 2023
MINUTES**

Roll Call:

Council present

Edward Lopez, Mayor
Curtis A. Bergthold, Mayor Pro Tem
Douglas Knowlton, Place 1
Travis Malone, Place 2
Javier Alvarez, Place 4
G.W. Estep, Place 5

Council absent

Staff present

Candice Edmondson, City Manager
Lindsay Rawlinson, City Secretary
Logan Thatcher, Assistant to the City Manager
Jason Brown, Director of Parks and Recreation
Patricia Albrecht, Finance Director
Chantele Hancock, Library Director
Kimberly Sylvester, Police Chief
Russell Shelley, Fire Chief

Citizens Present

Theresa Bledsoe, Councilmember-Elect

CITY COUNCIL STRATEGIC PLANNING WORKSHOP – 8:00 AM

1. Workshop Overview/Council Expectations

Mayor Lopez convened the workshop at 8:00 a.m. and welcomed everyone. He expressed anticipation at the strategic planning meeting process.

City Manager Candice Edmondson introduced David Eisenlohr, Managing Director, Baker Tilly, who will lead the discussion during the workshop.

Ms. Edmondson provided a brief overview of the goals and objectives for the planning session and stated that the goal is for the City Council to have a unified vision for the City moving forward that both staff and Council can refer to.

2. Community Survey Review/Discussion

City Manager Candice Edmonson introduced Ron Gailey, CEO, Onpointe Insights, who provided a detailed overview of the results of the Citizen Survey conducted from January 31, 2023 through February 20, 2023 previously presented to Council during the March 13, 2023 City Council meeting.

Mr. Gailey advised that five main question groups were asked including city facilities, city qualities/benefits, development/growth, safety/security, and operations. He reported that 64 percent of respondents felt the city was headed in the right direction and most people either felt the city had stayed the same (49 percent) or improved (26 percent) over the previous three years.

The main priorities of the respondents was maintain/improve street, curbs and sidewalks, maintain/improve infrastructure (water, sewer, storm), and attract new restaurant businesses. The Fire Department, the Public Library, and the Police Department were all highly rated and City Events were considered very important to most households. He provided detailed demographics information and how to use the presented information in future city planning.

Discussion ensued regarding what the City is currently doing well and what can be improved.

3. Analysis of Strengths, Weaknesses, Opportunities, Threats

Mr. Eisenlohr led the City Council through an exercise to quantify the Strengths, Weaknesses, Opportunities, and Threats (SWOT) they see in Richland Hills.

Strengths identified included a small close-knit workforce, stable community, positive reputation, cohesive leadership team, financial management, and proximity to city services.

Weaknesses identified included infrastructure, Code Compliance, too lean in critical service areas, Comprehensive Plan, sustainability of current service levels, and “fighting against history.”

Opportunities identified included improving community appearance, pursuing available grants, increasing residential involvement in City decisions, and branding.

Threats identified included declining workforce, legislative changes, losing staff to other employment, and changes to sales tax.

Mayor Lopez recessed the workshop at 12:16 p.m. for lunch and reconvened at 1:08 p.m.

4. Community Vision

Mr. Eisenlohr led the City Council through an exercise to clarify and define what the Council sees as the community’s vision. Using the SWOT analysis from the previous agenda item, the Council discussed the vision they see for the City including enhancing the use of technology, provide high quality services through innovative practices, develop and implement succession plans, and increase the amount of businesses and residents.

5. Organizational Mission

Mr. Eisenlohr presented a listing of sample mission statements and the City Council discussed those presented and how best to adapt the ideas to Richland Hills.

6. Shared Values

The City Council discussed the shared values they most identified with including stewardship, respect, trust, empowerment, and inclusion.

7. Discussion of Strategic Goals

Mr. Eisenlohr requested the City Council explain and refine what the City's strategic goals are.

8. Adjournment

Mayor Lopez and City Manager Candice Edmondson expressed their appreciation for the work completed during the workshop and expressed enthusiasm at finishing the strategic planning workshop in the morning.

Mayor Lopez declared the meeting adjourned at 4:43 p.m.

ATTEST:

APPROVED:

Lindsay Rawlinson, City Secretary

Edward Lopez, Mayor