



City of Shoreacres

601 Shoreacres Blvd, Shoreacres, Texas 77571

2012 Goals & Governance Plan

**Council/Staff Planning Retreat
June 14, 2012**

**Adopted
July 23, 2012**

**Prepared and Facilitated
By**



Ron Cox Consulting

**Helping Cities
Manage Better**



City of Shoreacres
City Council
Leadership Philosophy

The City Council of the City of Shoreacres will lead by/with...

- Listening first and validating the information received
- Utilizing the resources (strengths) around us
- Honestly
- Being responsive
- In a non-judgmental manner
- Collectively through collaboration
- Decisively
- Acceptance and respecting the persons and the decisions
- Personal sacrifice

City of Shoreacres
City Council
Communication Philosophy

The City Council of the City of Shoreacres will communicate...

- Honest opinions
- Clearly
- Balancing goals with keeping the collective good in mind
- Soliciting feedback from others
- Professionally with civil decorum
- Respectfully
- Lawfully

City of Shoreacres
City Council and Staff
Expectations

Council expects staff to...

- Be responsive
- Communicate well on issues and events
- Be proactive
- Function to the best of their ability
- Have and request the proper tools
- Justify request for resources
- Keep up to date on laws and rules
- Ask questions
- Understand their work expectations and responsibilities

City of Shoreacres
City Council and Staff
Expectations

Staff expects Council to (as defined by Council themselves)...

- Be realistic in expectations given time and money available to staff
- Develop SMART objectives – specific, measurable, achievable, realistic, timely
- Accomplish the tasks assigned
- Appreciate the staff
- Fair compensation
- Be prepared
- Provide the tools to do their job
- Engage the matter without delay (don't wait)
- Own the decision (good or bad)

Area of Emphasis

Communication

Strategies

- Develop a communication systems for citizens and area marketing opportunities
 - Prepare a “State of the City” report by the Mayor for distribution to citizens and other interested parties
 - Prepare and provide a Power Point presentation to assist in the marketing efforts of the city
 - Prepare “talking points” for Mayor and Council members to be able to respond to issues uniformly across the city including a list of improvements recently undertaken
 - Educate and provide tours to realtors on benefits of and opportunities with the city
 - Promote the Houston Yacht Club as an amenity within the city and as location for marketing the availability of lots within the city
 - Develop information on cost of living in Shoreacres compared to other cities in area
 - Do termite education (acknowledging the specific type termite issue they have)

Area of Emphasis

Intergovernmental Cooperation

Strategies

- Continue working with the Port of Houston on sound and noise reduction issues

Area of Emphasis

Finance

Strategies

- Seek opportunities with the city's grant writer to increase revenue sources for projects and programs
- Utilize all resources to seek grant funding as revenue source for funding the CIP

Area of Emphasis

Emergency Management

Strategies

- Improve the Community Rating System (CRS) to improve homeowner and business insurance rates

Area of Emphasis

Public Works

Strategies

- Educate and inform the public regarding issues related to mosquito control and eradication
- Develop a more comprehensive drainage ditch maintenance (mowing) program, possibly utilizing contract labor
- Identify and plan a more comprehensive Capital Improvements Program (CIP) for utility and street and other public works improvements.
- Review the current street light placement program and work with the utility provider to determine implementation options
- Develop a business plan for public works to better identify time management and work load issues to determine needs for additional manpower or outside services
- Explore and report contract opportunities for mosquito control

Area of Emphasis

Code Enforcement

Strategies

- Develop strategies for a stricter and more comprehensive code enforcement program
- Develop a CARE program

Area of Emphasis

Planning

Strategies

- Identify and pursue opportunities for additional cell phone tower locations within or immediately outside the city to improve overall coverage for citizens
- Identify and develop incentives to encourage new construction, including review of tap fee policy and building permit fee policy
- Develop a marketing strategy to encourage construction and purchasing of houses within the city in the current vacant lots available including providing a map of available lots, discussion with realtors of opportunities and identifying best practices from other cities in similar situations

**RESOLUTION No. 2012-94
CITY OF SHOREACRES**

A RESOLUTION ADOPTING A 2012 GOALS & GOVERNANCE PLAN; MAKING VARIOUS FINDINGS AND PROVISIONS RELATING TO THE SUBJECT; FINDING COMPLIANCE WITH THE OPEN MEETINGS LAW; AND PROVIDING AN EFFECTIVE DATE HEREOF.

* * * * *

WHEREAS, city council met in a facilitated workshop session June 4, 2012 to receive information and discuss municipal governance; and,

WHEREAS, city council met in a facilitated workshop session June 14, 2012 to discuss goals, objectives, municipal planning and strategies; and,

WHEREAS, through this process the city council has developed a leadership and communication philosophies; and,

WHEREAS, city council has identified city council and staff expectations as well as areas of emphasis;

NOW, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SHOREACRES:

THAT the City Council hereby adopts the attached 2012 Goals & Governance Plan; commits to adhere to the philosophies set out therein; agrees to work with each other and staff to meet expectations set out therein; and, directs staff to make every effort to implement the plan and met the goals set out therein.

The City Council officially finds, determines, recites, and declares that a sufficient written notice of the date, hour, place and subject of this meeting of the City Council was posted at a place convenient to the public at the City Hall of the City for the time required by law preceding this meeting, as required by the Open Meetings Law, Chapter 551, Texas Government Code; and that this meeting has been open to the public as required by law at all times during which this resolution and the subject matter thereof has been discussed, considered and formally acted upon. The City Council further ratifies, approves and confirms such written notice and the contents and posting thereof.

This Resolution shall take effect immediately upon passage.

PASSED AND APPROVED, this 23rd day of July, 2012.



ATTEST:

David K. Stall, CFM, City Secretary

CITY OF SHOREACRES

By:



Dolly Arons, Mayor