

RESOLUTION NO. 17-2017

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS, ADOPTING POLICY ISSUE PRIORITIES FOR THE YEAR 2017 AND STRATEGIC GOALS FOR THE FUTURE OF MESQUITE.

WHEREAS, the City Council and Staff members of the City of Mesquite, Texas, met in December 2016 to participate in a policy retreat to identify current policy issues and priorities to provide direction for the future of Mesquite; and

WHEREAS, the policy retreat provided an overview of Mesquite's current community profile and pressing needs, enabling the City Council to build a framework for strategic goals for Mesquite; and

WHEREAS, the City Council and Staff met again in February 2017 to formulate short-term and long-term strategic goals and an action agenda for 2017; and

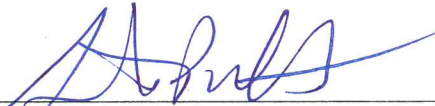
WHEREAS, discussion of forces shaping the future of Mesquite and desired outcomes for the City led to the development of measurable goals to guide future City Council actions and decisions; and

WHEREAS, these goals pertain to the year 2017 and beyond, and endeavor to provide a higher quality of life for all Mesquite residents and generations to come.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS:

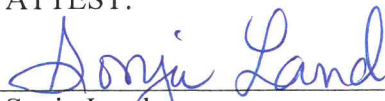
SECTION 1. That the priorities and goals as set forth in the document attached hereto as Exhibit "A," having been defined and created in the best interest of the City of Mesquite and its residents, are hereby adopted.

DULY RESOLVED by the City Council of the City of Mesquite, Texas, on the 3rd day of April, 2017.



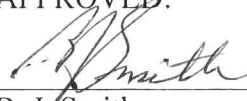
Stan Pickett
Mayor

ATTEST:



Sonja Land
City Secretary

APPROVED:



B. J. Smith
City Attorney



2017-18 City Council Policy Issues & Strategic Goals

City Council Policy Issues & Strategic Goal Setting Workshops
December 9, 2016
February 17, 2017

Public Safety

Top Priorities:

- Make the most efficient use of staffing to provide the highest level of public safety for the community
- Increase the use of technology in reducing crime
- Train non-public safety employees to assist in crime prevention
- Improve and expand community policing and crime watch programs and increase visibility of these programs in neighborhoods

High Priorities:

- Improve communication and coordination among neighborhood crime watch groups
- Actively engage the Spanish-speaking community in community policing and neighborhood crime watch programs
- Implement a communications plan that highlights public safety activities to increase transparency and improve public perception
- Empower and train neighborhood crime watch program participants to impact areas beyond criminal activity

Neighborhood Appearance & Condition

Top Priorities:

- Create new strategies to address common environmental and building code problems
- Prioritize code enforcement strategies and efforts
- Increase effectiveness of environmental code programs

High Priorities:

- Improve condition and increase value of residential properties by developing an incentive program to stimulate owner investment
- Define worst-case conditions and establish performance metrics to measure success

Job Creation

Top Priorities:

- Establish a business development program in partnership with other institutions to provide specialized technical and vocational training
- Identify strategies to encourage City employees to live in Mesquite

High Priorities:

- Evaluate economic assistance programs for startup companies
- Create a business incubator program to provide resources to new companies

Downtown Redevelopment

Top Priority:

- Develop a community-wide vision for Downtown Mesquite

High Priorities:

- Evaluate economic incentives and assistance programs to foster downtown redevelopment
- Increase public-private partnership opportunities for downtown events and activities
- Identify and address immediate infrastructure needs for Downtown Mesquite

Shopping Center Revitalization

Top Priorities:

- Revitalize older shopping centers through aggressive intervention and code enforcement
- Inventory shopping center conditions and assess their future viability
- Develop a strategy to revitalize or repurpose nonviable shopping centers through incentives or code enforcement

High Priority:

- Create opportunities for shopping center property owners to enhance building facades without having to undertake major renovation

IH-20 Corridor Development

Top Priority:

- Create a unique identity for the IH-20 Corridor that will enhance the marketing efforts of the comprehensive plan

High Priority:

- Initiate comprehensive planning efforts to identify land use and infrastructure needs and develop a capital improvement program for the corridor

Small Business Retention

High Priorities:

- Provide ongoing communication with small businesses to better understand their needs
- Identify strategies to assist small businesses and develop programs that can serve as resources to small business owners
- Create a program to spotlight successful small businesses and promote their successes outside of Mesquite

Sharing Our Story

High Priorities:

- Create programs to educate residents about City services and foster involvement within the community
- Spotlight City employees and the services they provide on social media and other communication platforms

Minority Citizen Involvement

High Priorities:

- Engage minority groups and improve community relations
- Create greater minority participation through outreach within local churches and organizations, and at community events

Infrastructure Maintenance

High Priorities:

- Evaluate existing maintenance practices to maximize the efficient and effective useful life of City assets
- Enhance the Capital Improvement Plan development process by assessing the condition of all City infrastructure

Retail Area Vitality

Top Priority:

- Create a long-term plan to ensure Mesquite's retail sector remains viable

High Priorities

- Facilitate ongoing retail industry stakeholder group meetings to assess and monitor retail economic conditions and collaboratively plan for future retail positioning
- Maintain a system for monitoring, measuring, benchmarking and reporting key economic indicators, trends and forecasts to help predict changes in the retail industry that may impact Mesquite
- Adjust land use, planning principles and market positioning to proactively redevelop retail districts and/or develop new retail districts