

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS, ADOPTING POLICY ISSUE PRIORITIES FOR THE YEAR 2018 AND STRATEGIC GOALS FOR THE FUTURE OF MESQUITE.

WHEREAS, the City Council and Staff members of the City of Mesquite, Texas, met in December 2017 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 March 2018 to formulate short-term and long-term strategic goals and an action agenda for 2018; 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 2018 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.

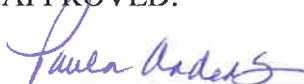
DULY RESOLVED by the City Council of the City of Mesquite, Texas, on the 7th day of May, 2018.

\_\_\_\_\_  
Stan Pickett  
Mayor

ATTEST:

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Sonja Land  
City Secretary

APPROVED:

  
\_\_\_\_\_  
Paula Anderson  
Interim City Attorney

**EXHIBIT "A"**

**2018-19 City Council Policy Issues and Strategic Goals**



# 2018-19 City Council Policy Issues & Strategic Goals

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**City Council Policy Issues & Strategic Goal Setting Workshops**  
**December 11 & 15, 2017**  
**March 2, 2018**

## Public Safety

### *Top Priorities:*

- Train non-public safety employees to assist in crime prevention
- Develop a plan for expansion of community policing programs and sharing of information with residents in neighborhoods

### *High Priorities:*

- 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
- Develop long-term strategies to fill vacant positions

## Neighborhood Appearance & Condition

### *Top Priorities:*

- Prioritize code issues to emphasize greatest needs in neighborhoods
- Increase effectiveness of environmental code programs by reducing the timeframe for resolution of issues
- Expand the number of neighborhood/crime watch groups and train leaders to address areas beyond typical crime watch activities

### *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
- Address deteriorating vacant structures through aggressive abatement programs

## 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

## Downtown Redevelopment

### *Top Priority:*

- Identify and attract an anchor business to serve as a catalyst for increasing visits to downtown

### *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 Priorities:*

- Initiate comprehensive planning efforts to identify land use and infrastructure needs and develop a capital improvement program for the corridor
- Develop policy guidelines for incentives and development standards for new developments in the corridor
- Evaluate and update development regulations 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

## Sharing Our Story

### *High Priorities:*

- Create programs to educate residents about City services and foster involvement within the community
- Spotlight success stories for employees, citizens and neighborhood groups 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 and provide policy flexibility to account for changing retail and commercial patterns