

DEE MARGO
MAYOR

TOMMY GONZALEZ
CITY MANAGER



CITY COUNCIL
PETER SVARZBEIN, DISTRICT 1
ALEXSANDRA ANNELLO, DISTRICT 2
CASSANDRA HERNANDEZ, DISTRICT 3
SAM MORGAN, DISTRICT 4
ISABEL SALCIDO, DISTRICT 5
CLAUDIA ORDAZ PEREZ, DISTRICT 6
HENRY RIVERA, DISTRICT 7
CISSY LIZARRAGA, DISTRICT 8

SPECIAL CITY COUNCIL MEETING MINUTES
El Paso Zoo Event Pavilion
4001 East Paisano
El Paso, Texas 79905
May 16, 2019
9:00 AM

The City Council met at the above place and date. Meeting was called to order at 9:16 a.m. Mayor Dee Margo present and presiding and the following Council Members answered roll call: Peter Svarzbein, Aleksandra Annello, Sam Morgan, Isabel Salcido, Claudia Ordaz Perez, Henry Rivera and Cissy Lizarraga. Representative Cassandra Hernandez requested to be excused.

AGENDA

1. Discussion and action on the update of the Strategic Plan: The City's Mission, Vision and future goals and initiatives.

Mayor Dee Margo introduced the item and explained the goals and objectives. He provided examples of the projects that are scheduled to be completed in the community over the next five years.

Mr. Tommy Gonzalez, City Manager, provided an overview of the Strategic Plan highlighting the importance of having a plan.

The following City staff members presented a PowerPoint presentation (copy on file in the City Clerk's office) which included the proposed Mission and Vision Statements and answered questions posed by Council.

1. Ms. Julie Baldwin, Chief Performance Officer
2. Ms. Nicole Cote, Office of Management and Budget Director
3. Mr. Robert Cortinas, Chief Financial Officer
4. Ms. Dionne Mack, Deputy City Manager
5. Ms. Tracey Jerome, Museums and Cultural Affairs Director
6. Mr. Cary Westin, Senior Deputy City Manager
7. Mr. Alex Hoffman, Capital Improvement Assistant Director

Representative Svarzbein presented a PowerPoint presentation (copy on file in the City Clerk's office) on a strategic basis, which included a proposed vision statement.

Mayor Margo and Representatives Svarzbein, Annello, Morgan, Salcido, Ordaz Perez, Rivera and Lizarraga commented.

The following staff members commented:

1. Mr. Sam Rodriguez, City Engineer
2. Mr. Bryan Crowe, Destination El Paso Managing Director

3. Ms. Nicole Ferrini, Community and Human Development Director

The City Council Special Meeting was **RECESSED** for lunch at 11:56 a.m.

The City Council Special Meeting was **RECONVENED** at 12:37 p.m.

1ST MOTION

Made by Representative Salcido, seconded by Representative Rivera, and unanimously carried to **APPROVE** the proposed Mission Statement (Deliver exceptional services to support a high quality of life and place for our Community) and Vision Statement (Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government).

AYES: Representatives Svarzbein, Annelo, Morgan, Salcido, Ordaz Perez, Rivera and Lizarraga

NAYS: None

ABSENT: Representative Hernandez

2ND MOTION

Made by Representative Rivera, seconded by Representative Annelo, and unanimously carried to **APPROVE** the following items on the proposed 25 by 2025 list.

25 By 2025

1. Activate targeted (re) development (2.0):
 - Medical Center of the Americas/Alameda
 - Reimagine Cohen/Angora Loop/Northeast Parkway
 - Five Points
 - Airport Development
 - High priority corridor development plans
 - Infill growth strategies
 - Parking strategies
 - Disposition of City-owned properties
2. Expand Downtown revitalization/redevelopment to include:
 - Streetcar corridor vibrancy (2.0)
 - Convention center renovation
 - Parking management plans
 - Uptown
3. Enhance cross-border mobility experience for bridge users (2.0)
 - Capital Improvement implementation
 - Revamp toll operation schedules and lane management
4. Launch new business friendly practices and services improving speed to market and supporting entrepreneurship/microenterprises
5. Identify and develop plans for areas of reinvestment and local partnership
6. Expand investment in public safety operations (2.0)
 - Staffing needs
 - Program annual Police and Fire vehicle replacement
 - Parking management plans
 - Uptown

7. Establish a brand that celebrates and promotes El Paso's unique identity and offerings
8. Complete Quality of Life Bond Projects and develop signature programming (2.0):
 - Mexican American Cultural Center
 - Children's Museum
 - Multi-purpose Center
9. Align and implement key investment strategies (linked to 6.6) sustaining and enhancing park system operations and outdoor offerings
10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships and growing best practices
11. Become a model for activating interagency and multisector partnerships and demonstrate results and under the Communities of Excellence framework
12. Optimize resources by evaluating and aligning service delivery mechanisms
 - Shared Services
 - Community Preparedness/Continuity of Operations
 - Establish a citizen-led bond election
13. Create and implement a plan to address long-term liabilities and sustain the City's bond rating
14. Identify potential new revenue streams
15. Establish a citizen-led bond election
16. Define and begin implementation of a Smart Community Roadmap through the strategic integration of technology and data-driven action into city operations
 - Document, publicize and maximize existing smart technology deployed
 - Implement an open data initiative
 - Expand Digital Inclusion efforts (linked to 4.2)
 - Create a real-world laboratory environment to explore scalable smart technology pilot applications
 - Establish partnerships to facilitate smart neighborhood development and deployment
17. Expand the investment and beautification of street infrastructure (2.0)
 - Street resurfacing
 - Streets reconstruction plan
 - Most traveled streets program
 - Citywide aesthetics program (trees, medians, etc.)
 - Comprehensive Green Infrastructure Plan
 - Entryway and wayfinding
18. Implement improvements and active programming that support and promote multimodal transportation (2.0)
19. Create and implement a comprehensive facility and fleet investment plan (2.0)
20. Establish Eastside and Mission Valley Growth Plan and begin implementation and complete Comprehensive Master Plan update.
21. Evaluate and integrate key policies, practices and space planning improving community health outcomes and risk reduction
22. Support affordable, high quality housing options especially for vulnerable populations (2.0)
23. Sustain the Live Release Rate (2.0)
24. Create and implement the Urban Energy Plan and identify state and federal legislative and funding opportunities

25. Seek out and activate interregional and binational partnership opportunities that support trade, technology and tourism (linked with 1.5)

AYES: Representatives Svarzbein, Annello, Morgan, Salcido, Ordaz Perez, Rivera and Lizarraga

NAYS: None

ABSENT: Representative Hernandez

3RD AND FINAL MOTION

Made by Representative Ordaz Perez, seconded by Representative Rivera, and unanimously carried to **APPROVE** a revision to item 20 on the 25 by 2025 list to read "Establish Eastside and Mission Valley Eastside Growth Plan and begin implementation and complete Comprehensive Master Plan update."

AYES: Representatives Svarzbein, Annello, Morgan, Salcido, Ordaz Perez, Rivera and Lizarraga

NAYS: None

ABSENT: Representative Hernandez

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ADJOURN

Motion made by Representative Annello, seconded by Representative Morgan, and unanimously carried to **ADJOURN** this meeting at 1:18 p.m.

AYES: Representatives Svarzbein, Annello, Morgan, Salcido, Ordaz Perez, Rivera and Lizarraga

NAYS: None

ABSENT: Representative Hernandez

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APPROVED AS TO CONTENT:

Laura D. Prine, City Clerk