

Town of Trophy Club Town Council Meeting Minutes
January 24, 2025, 9:00 a.m., Town Council Retreat
Metroport Chamber of Commerce, Texas Boardroom
381 W. Byron Nelson Boulevard, Roanoke, TX 76262

CALL TO ORDER

Mayor Tiffany called the retreat to order at 9:00 a.m.

COUNCIL MEMBERS PRESENT

Jeannette Tiffany, Mayor
Steve Flynn, Mayor Pro Tem
Stacey Bauer, Council Member Place 1 (*arrived at 12:03 p.m.*)
Jeff Beach, Council Member Place 2
Dennis Sheridan, Council Member Place 3
Rhylan Rowe, Council Member Place 4 (*left at 11:18 a.m.*)

COUNCIL MEMBERS ABSENT

LuAnne Oldham, Council Member Place 5

STAFF MEMBERS PRESENT

Brandon Wright, Town Manager
Tammy Dixon, Town Secretary
Dean Roggia, Town Attorney
Jason Wise, Fire Chief
Patrick Arata, Chief of Police
April Duvall, Director of Finance
Chase Ellis, Director of Parks and Recreation
Jill Lind, Director of Communications and Marketing
Matt Cox, Director of Community Development
Denise Deprato, Director of Human Resources
Tamara Smith, Assistant to the Town Manager

PUBLIC COMMENTS

There were none.

ITEMS

1. Discussion and review of the Trophy Club Strategic Plan FY 2025-2030.

Town Manager Wright provided an overview of the strategic planning session, emphasizing its role in aligning the strategic plan with the Town Council's vision for the next five years. The session focused on reviewing the existing plan, refining initiatives and tasks, and ensuring they accurately reflect council priorities.

A discussion was held on how to effectively communicate the Strategic Plan to residents, making it easier to read and more accessible. Town Manager Wright explained that the Business Plan serves as the primary public-facing document for this purpose. Additionally, he highlighted the effectiveness of the "Ask Indy" feature and the website's search bar in helping residents locate strategic planning information.

The Council reviewed descriptions of each Focus Area, with the following change recommended revision:

- Support Business Focus Area: Change the description by replacing the word "**partnerships**" with "**initiatives**."

Review of Focus Areas, Objectives, and Initiatives

Prioritize Public Safety

1. **Objective:** Enhance community policing and public safety engagement.

Initiative: Create a unified voluntary database for elderly, homebound, and special needs residents to enhance fire and police assistance, while promoting community connections and proactive outreach to address public safety needs.

- Revision: Update Task 1 to read: "Enhance the communication strategy for soliciting participation from elderly, homebound, and special needs residents."

2. **Objective:** Enhance transparency, accountability, and engagement through communication channels.

Initiative: Engage residents through two-way public safety communication.

- Add: Inclusion of ways to interact with and identify "at risk" and other safety initiatives in two-way communication and engagement.
- Add: Homeowners Association (HOA) and neighborhood specific outreach.

Initiative: Develop public safety transparency pages showcasing statistics and policies and explore integration of transparency tools with public safety departments.

- Define: The transparency tool and tasks associated with the showcasing of statistics should be limited to traffic safety.

Mayor Tiffany recessed the meeting at 10:41 a.m. for a break and reconvened at 10:50 a.m.

Promote Quality of Life

- No changes.

Strengthen Infrastructure

1. **Objective** “Partner with the TC MUD No. 1, NISD, and surrounding stakeholders to coordinate capital projects”

Initiative: Plan and coordinate integrated projects with partner organizations.

- o Add: Formation of an internal task force to assess and enhance coordination efforts and opportunities.

Mayor Tiffany recessed the meeting at 11:50 a.m. for a lunch break and reconvened at 12:41 p.m.

Upholding Housing Standards

- No changes.

Mayor Tiffany recessed the meeting at 1:38 p.m. for a break and reconvened at 1:50 p.m.

Support Business

The Council discussed defining "supporting business" within the strategic plan, emphasizing alignment with broader Town objectives while avoiding involvement in individual business finances. The revision of "partnerships" to "initiatives" will better reflect business support through policies, programs, and strategic decisions. The conversation highlighted the need for clear yet flexible definitions to balance business support with other priorities like public safety and quality of life, ensuring alignment with the Town's long-term development goals.

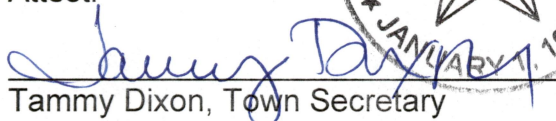
Closing Remarks

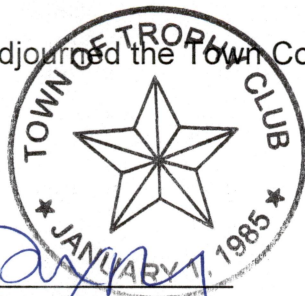
The Mayor and Council Members expressed appreciation for the opportunity to engage in meaningful dialogue about the Town's future, highlighting the progress made in refining the strategic plan. There was a shared perspective that the planning process has become more streamlined compared to previous years, making it easier to reference and implement changes.

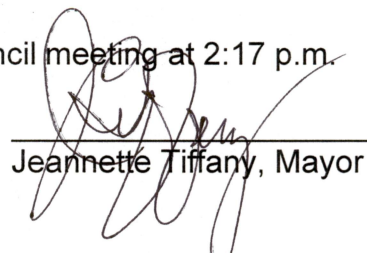
ADJOURNMENT

Mayor Tiffany adjourned the Town Council meeting at 2:17 p.m.

Attest:


Tammy Dixon, Town Secretary




Jeannette Tiffany, Mayor