

Town of Trophy Club Town Council Meeting Minutes
July 25, 2025, 8:30 a.m., Town Council Retreat
EOC Training Room, 1 Trophy Wood Drive, Trophy Club, Texas 76262

CALL TO ORDER

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

COUNCILMEMBERS PRESENT

Jeannette Tiffany, Mayor
Rhylan Rowe, Mayor Pro Tem
Stacey Bauer, Council Member Place 1 (arrived at 10:31 a.m.)
Jeff Beach, Council Member Place 2
Dennis Sheridan, Council Member Place 3
Garry Ash, Council Member Place 5
Steve Flynn, Council Member Place 6

STAFF MEMBERS PRESENT

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

PUBLIC COMMENTS

There were none.

ITEMS

Mayor Tiffany provided opening remarks.

Town Manager Wright provided a summary of the retreat's purpose, which was to review the Town's progress on the FY 2025 Business Plan goals, evaluate 10 potential goals for FY 2026, and narrow that list down to a final five for inclusion in the FY 2026 Business Plan.

1. Review progress on FY 2025 Business Plan Goals

Staff provided updates on progress toward the six FY 2025 Business Plan goals:

- Emergency Management & Crisis Communications
 - Traffic & Pedestrian Safety (Golf Carts, E-Bikes, Sidewalks)
 - Parks Master Plan
 - 10-Year Infrastructure Maintenance & Replacement Plan
 - Senior Group Home & Boarding Home Regulations
 - Small Area Plan Implementation (SH 114 Corridor)
2. Discuss and consider prioritized Strategic Plan objectives for the FY 2026 Business Plan.

The Town Council reviewed and discussed the following ten proposed Business Plan goals for FY 2026:

1. Create a unified voluntary database for elderly, homebound, and special needs residents.
2. Develop public safety transparency pages showcasing statistics and policies.
3. Evaluate Town parks and trails to prioritize inclusive play areas for all ages and abilities.
4. Develop a wayfinding and directional signage package to enhance the Town's brand image.
5. Develop a 10-year maintenance and replacement plan for physical assets (continuation).
6. Initiate a short-term rental registration program including HOT tax collection.
7. Strengthen rental property code enforcement.
8. Enhance and enforce property upkeep standards.
9. Collaborate with the EDC to promote compliant commercial incentive programs.
10. Continue SH 114 corridor redevelopment strategies (continuation).

Town Manager Wright explained the goal was to narrow the list to five FY 2026 business plan goals, including continuing the Small Area Plan and the 10-Year Maintenance Plan.

Department directors presented work plans, anticipated funding needs, and implementation timelines for each initiative. Town Council discussion emphasized community impact, feasibility, and alignment with strategic priorities.

Using a survey, the Mayor and each Council Member selected their top five goals.

The Town Council recessed at 12:15 p.m. for a lunch break and reconvened at 12:52 p.m.

3. Continue discussion and consideration of prioritized Strategic Plan objectives for the FY 2026 Business Plan.

Town Manager Wright reviewed the results from the Council's goal-setting survey and confirmed the final selection of FY 2026 Business Plan goals. The Town Council identified the following five priorities:

- Promote Quality of Life: Evaluate Town parks and trails to prioritize inclusive play areas for all ages and abilities.
- Strengthen Infrastructure: Develop a 10-year maintenance and replacement plan for the Town's physical assets, setting funding targets, and actively pursue grant opportunities. (Continued from FY 25)
- Support Business: Continue redevelopment strategies and themes for the SH114 corridor and other commercial areas. (Continued from FY 25)
- Prioritize Public Safety: 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.
- Prioritize Public Safety: Develop public safety transparency pages showcasing statistics and policies and explore integration of transparency tools with public safety departments.

Staff will refine work plans and implementation strategies based on these selected priorities.

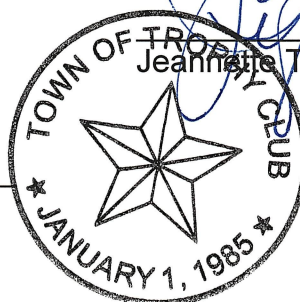
5. Discuss legislation introduced and approved during the 89th Texas Legislative Session.

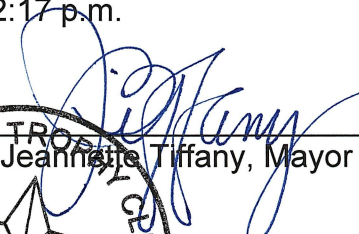
Town Attorney Dean Roggia provided a summary of approved legislation from the 89th Texas Legislature that may impact municipal operations. The update included the following areas: Taxing and Revenue, Zoning and Land Use, Public Safety and Code Enforcement, Public Transparency and Governance, and Administrative and Personnel Issues. Some changes in the legislation will require some procedural adjustments or policy updates.

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

Attest:


Tammy Dixon, Town Secretary




Jeanette Tiffany, Mayor