

**MINUTES OF THE REGULAR MEETING  
OF THE STRATEGIC PLAN COMMITTEE OF THE  
CITY OF NORTH RICHLAND HILLS, TEXAS  
HELD IN THE CITY HALL 4301 CITY POINT DRIVE  
MARCH 8, 2018**

**1. Call to order**

The Strategic Plan Committee of the City of North Richland Hills, Texas met on the 8th day of March, 2018 at 6:00 p.m.in the City Council Workroom.

|                |                     |                                       |
|----------------|---------------------|---------------------------------------|
| Present:       | Mark Wood           | Acting Chairman                       |
|                | Jerry Tyner         | Planning and Zoning Commissioner      |
|                | Justin Welborn      | Planning and Zoning Commissioner      |
|                | Amy Steele          | Committee Member                      |
|                | Brent Barrow        | Committee Member                      |
|                | Danny Beltran       | Committee Member                      |
|                | Karen Russell       | Committee Member                      |
|                | Lee Knight          | Alternate Committee Member            |
|                | Skip Baskerville    | Committee Member                      |
|                | Suzy Compton        | Committee Member                      |
| Tracye Tipps   | Committee Member    |                                       |
| Absent:        | Tim Welch           | City Council Member, Chairman         |
|                | Tim Barth           | City Council Member                   |
|                | Rita Wright-Oujesky | City Council Member, Vice Chairperson |
|                | Blake Hedgecock     | Committee Member                      |
|                | Brian Crowson       | Committee Member                      |
| Staff Members: | Clayton Comstock    | Planning Manager                      |
|                | Clayton Husband     | Principal Planner                     |
|                | Chad VanSteenberg   | Planner                               |
|                | John Chapman        | Planning Technician                   |
|                | Paulette Hartman    | Assistant City Manager                |
|                | Craig Hulse         | Director of Economic Development      |

Due to the absence of Chairman Tim Welch, and Vice-Chairperson Rita Wright-Oujesky, the question was asked of the Committee to motion to nominate an acting meeting chair.

**A MOTION WAS MADE BY PLANNING AND ZONING COMMISSIONER JERRY TYNER TO NOMINATE COMMITTEE MEMBER MARK WOOD AS ACTING MEETING CHAIR, SECONDED BY COMMITTEE MEMBER SKIP BASKERVILLE.**

**MOTION TO NOMINATE COMMITTEE MEMBER WOOD AS ACTING MEETING CHAIR CARRIED 9-0.**

- 2. Approve minutes of the January 11, 2018, Strategic Plan Committee meeting.**

**A MOTION WAS MADE BY PLANNING AND ZONING COMMISSIONER JERRY TYNER, SECONDED BY COMMITTEE MEMBER SKIP BASKERVILLE TO APPROVE THE MINUTES OF THE JANUARY 11, 2018, STRATEGIC PLAN COMMITTEE MEETING.**

**MOTION TO APPROVE CARRIED 9-0.**

- 3. Approve minutes of the January 22, 2018, Strategic Plan Committee meeting (Joint Transportation Plan Workshop with City Council).**

Minutes were not prepared for vote.

- 4. Planning Manager Report and general announcements.**

Planning Manager Clayton Comstock presented City announcements and upcoming events.

Planning and Zoning Commissioner Justin Welborn entered the Workroom at 6:11 p.m.

- 5. Discuss and define the community's values.**

Planning Manager Clayton Comstock presented Community Values and asked the Committee to individually think about the most important values to North Richland Hills. Mr. Comstock stated values are who we inspire to be. Each Committee Member was then asked to explain what the most important community value is and why. Listed is each Member's response.

Committee Member Amy Steele - Recreation. Committee Member Steele stated the availability of recreation is the reason why her family moved to North Richland Hills.

Committee Member Brent Barrow - Family. Committee Member Barrow stated he is a long-time resident centered around family and NRH is a place to spend time with family and friends, feel safe, and raise children.

Committee Member Karen Russell - Community. Committee Member Russell stated she is comfortable to talk to people she does not know and enjoys seeing residents help one another through social media.

Committee Member Skip Baskerville - Community. Committee Member Baskerville referenced to reasons already presented by fellow Committee Members.

Committee Member Suzy Compton - Balance. Committee Member Compton stated all values are important and she knows many North Richland Hills' residents who live, work, and play.

Planning and Zoning Commissioner Jerry Tyner - Pride. Commissioner Tyner gave reference to Planning and Zoning meetings and stated he feels the NRH pride from residents speaking at public hearings.

Acting Chairman Mark Wood - Vision. Acting Chairman Wood gave a personal testimonial about the differences between working with North Richland Hills and other cities and stated it is noticeable that NRH strives to reach its vision.

Planning and Zoning Commissioner Justin Welborn - Liked balance, but said sustainable, resilient. Commissioner Welborn stated these characteristics are all important to planning a community to ensure it does not deteriorate.

Committee Member Tracye Tipps - Credibility. Committee Member Tipps stated North Richland Hills is a well-run city with a great reputation and gave personal testimonial while working in Dallas that those she speaks with about North Richland Hills respond back in a positive manner.

Committee Member Danny Beltran - Community. Committee Member Beltran, who has been a business owner in North Richland Hills for 22 years and now a recent resident, recognizes how comfortable and together the city is.

Alternate Committee Member Lee Knight stated all values are wonderful and linked, but stated security is very important to create the connections needed to establish a community, balance, and reputation.

**6. Discuss the current City Council vision statement and a vision statement for the Strategic Plan.**

Planning Manager Clayton Comstock presented the City of North Richland Hills vision and mission statement. Mr. Comstock then stated the Committee will be creating a vision and mission statement for the Strategic Plan.

Mr. Comstock presented the current vision statement for the Strategic Plan as prepared by staff and asked for comments from the Committee. Acting Chairman Mark Wood asked the Committee if this vision statement can be improved on without making the statement too lengthy. Committee Member Danny Beltran asked that security or safe be added. The Committee agreed that a lengthy vision statement is not appealing.

Assistant City Manager Paulette Hartman explained that the City vision statement is created every other year during the City Council retreat. Ms. Hartman continued, stating the Strategic Plan should incorporate the Council Goals and Objectives and recommended using characteristics of the North Richland Hills Vision Statement.

Planning and Zoning Commissioner Justin Welborn suggested to replace the word "authentic" with "sustainable". Commissioner Welborn also stated though security is important he believes the term is implied by incorporating other adjectives.

Alternate Committee Member Lee Knight asked how staff defines the word "authentic." Mr. Husband stated authentic was used because North Richland Hills is a genuine and diverse place that does not contain stale and mirrored developments. Committee Member Tracye Tipps suggested replacing "authentic" with "genuine." Committee Member Suzy Compton recommended including the phrase, "real, sustainable, and vibrant community..." Commissioner Welborn suggested "durable," "endurance," or "enduring" could be also appropriate adjectives. Planning and Zoning Commissioner Jerry Tyner suggested adding verbs into the statement could help.

Acting Chairman Wood stated he has an issue with the word "authentic" and recommended "sought-after." Committee Member Amy Steele stated "desirable." Acting Chairman Wood stated "diverse." Committee Member Tracye Tipps stated the suggested replacements words are too trendy. Committee Member Steele stated "sustainability" pertains to maintaining a current status and said that is not the goal of this plan. Acting Chairman Wood suggested "stable."

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After modifications to the original vision statement, the Committee discussed and agreed upon the following:

***"We are the City of Choice. A desirable and vibrant community of quality neighborhoods, thriving economy, extraordinary schools, exceptional parks, and innovative leaders."***

**8. Discuss and select a name for the Strategic Plan.**

Planning Manager Clayton Comstock asked the Committee for a recommendation on the name for the Strategic Plan.

Planning and Zoning Commissioner Justin Welborn stated the title should include the year the plan is anticipated to end. Committee Member Amy Steele recommended True North. Acting Chairman Mark Wood stated the title should be visionary. Committee Member Steele stated the name should be inspiring.

Mr. Comstock asked the Committee to narrow the list of potential titles to three. The Committee narrowed the list to Grow NRH, True North, and Envision NRH. The Committee also asked for logo rendering to be presented at the next Strategic Plan Committee meeting.

**7. Discuss the goals and objectives of the strategic plan.**

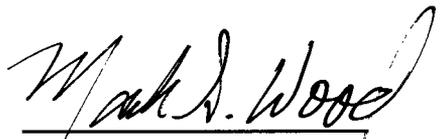
Planning Manager Clayton Comstock stated goals and objectives would be discussed at a later date.

**9. Discuss the planned meeting schedule and topics through October 2018.**

Planning Manager Clayton Comstock presented the upcoming schedule for the Strategic Plan Committee.

**10. Adjourn**

Acting Chairman Mark Wood adjourned the meeting at 7:37 p.m.

  
Mark Wood, Acting Chairman

Attest:

  
John Chapman, Secretary