



PLANO CITY COUNCIL
Davis Library, 7501-B Independence Parkway, Plano, TX 75025 and via
videoconference

DATE: MAY 28, 2024

TIME: 5:00 PM

Our Vision - Plano is a global economic leader bonded by a shared sense of community where residents experience unparalleled quality of life.

This City Council Meeting will be held in person in the Davis Library Program Room and via videoconference. A quorum of the City Council, including the presiding officer, will participate in person. The facility will be open to members of the public.

Seating and visibility is limited in the Davis Library Program Room. Overflow seating is available in the lobby area of the Joint Use Facility located next door. For those wanting to watch the meeting, but not address the Council and for optimal viewing and sound quality, the meeting will be live-streamed on Plano's website at www.planotv.org by clicking on the Public Meetings Live tab, [YouTube.com/cityofplanotexas](https://www.youtube.com/cityofplanotexas) and [Facebook.com/cityofplanotx](https://www.facebook.com/cityofplanotx).

To speak at the meeting, register at Plano.gov/SpeakerRegistration. Online registration opens at 5:00 p.m. on the Wednesday prior to the meeting and **closes at 4:00 p.m.** on the day of the meeting. **ONSITE REGISTRATION IS NOT AVAILABLE.**

Emails regarding agenda items and other comments on City business may be submitted to: councilcomments@plano.gov.

CALL TO ORDER

EXECUTIVE SESSION

- | | | | |
|----|---|------|---------|
| I. | Legal Advice | Mims | 30 min. |
| | a) Respond to questions and receive legal advice on agenda items | | |
| | b) 1st Amendment on government owned property | | |
| | c) Criminal trespass, disorderly conduct and disrupting a public meeting Penal Code offenses. | | |

PRELIMINARY OPEN MEETING

- | | | | |
|----|--|---------|--------|
| I. | Consideration and action resulting from Executive Session discussion | Council | 5 min. |
|----|--|---------|--------|

II.	2025 Bond Referendum Update - Citizen Committee and Preliminary Project List	Rhodes-Whitley	15 min.
III.	Discussion and direction re: Zoning/Subdivision Ordinance Stakeholder Committee	Day	10 min.
IV.	Compensation Philosophy & Structure Study	Ross/Huynh	20 mins.
V.	Retail Revitalization Program Update	Braster	10 min.
VI.	Discussion and direction re the use of hotel/motel occupancy tax for grants and events	Rhodes-Whitley	15 min.
VII.	Council appointments to various boards, commissions, committees, and organizations	Mayor	10 min.
VIII.	Consent and Regular Agendas	Council	5 min.
IX.	Council items for discussion/action on future agendas	Council	5 min.

In accordance with the provisions of the Open Meetings Act, during the Preliminary Open Meeting, agenda items will be discussed and votes may be taken where appropriate. The City Council may convene into Executive Session to discuss posted items in the session as allowed by law.

The City of Plano encourages participation from all citizens. The facility has accessible restroom facilities, drinking fountains, and power assist entrance doors. The facility is easily accessed from public sidewalks and parking areas, with designated accessible parking nearby. If you require additional assistance or reasonable accommodations under the Americans with Disabilities Act for this meeting or facility, including ASL interpreters, you should submit an ADA Reasonable Accommodation Request Form to the ADA Coordinator at least 48 hours in advance. If you need assistance completing the form, please call 972-941-7152. Complete or download the ADA Reasonable Accommodation Request Form at <https://www.plano.gov/395/Accessibility-Accommodations>.



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Lisa Henderson, City Secretary

PRESENTER:

TIME SPAN:

ITEM SUMMARY

This City Council Meeting will be held in person in the Davis Library Program Room and via videoconference. A quorum of the City Council, including the presiding officer, will participate in person. The facility will be open to members of the public.

Seating and visibility is limited in the Davis Library Program Room. Overflow seating is available in the lobby area of the Joint Use Facility located next door. For those wanting to watch the meeting, but not address the Council and for optimal viewing and sound quality, the meeting will be live-streamed on Plano's website at www.planotv.org by clicking on the Public Meetings Live tab, [YouTube.com/cityofplanotexas](https://www.youtube.com/cityofplanotexas) and [Facebook.com/cityofplanotx](https://www.facebook.com/cityofplanotx).

To speak at the meeting, register at Plano.gov/SpeakerRegistration. Online registration opens at 5:00 p.m. on the Wednesday prior to the meeting and **closes at 4:00 p.m.** on the day of the meeting. **ONSITE REGISTRATION IS NOT AVAILABLE.**

Emails regarding agenda items and other comments on City business may be submitted to: councilcomments@plano.gov.



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Paige Mims, City Attorney

AGENDA ITEM: Legal Advice

PRESENTER: Mims

TIME SPAN: 30 min.

ITEM SUMMARY

Legal Advice

- a) Respond to questions and receive legal advice on agenda items
- b) 1st Amendment on government owned property
- c) Criminal trespass, disorderly conduct and disrupting a public meeting Penal Code offenses.



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Mark D. Israelson, City Manager

PRESENTER: Council

TIME SPAN: 5 min.

ITEM SUMMARY

Consideration and action resulting from Executive Session discussion



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: Budget

DIRECTOR: Karen Rhodes-Whitley, Director of Budget and Research

AGENDA ITEM: 2025 Bond Referendum Update - Citizen Committee and Preliminary Project List

PRESENTER: Rhodes-Whitley

TIME SPAN: 15 min.

ITEM SUMMARY

2025 Bond Referendum Update - Citizen Committee and Preliminary Project List



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Christina Day, Director of Planning

AGENDA ITEM: Zoning/Subdivision Ordinance Stakeholder Committee

PRESENTER: Day

TIME SPAN: 10 min.

ITEM SUMMARY

Discussion and direction re: Zoning/Subdivision Ordinance Stakeholder Committee

ATTACHMENTS:

Description	Upload Date	Type
Memo	5/22/2024	Memo

Date: May 21, 2024

To: Mark D. Israelson, ICMA-CM, City Manager

From: Christina D. Day, AICP, Director of Planning

Subject: Stakeholders to Provide Technical Feedback to the Planning & Zoning Commission

The Zoning and Subdivision Ordinances are fundamental tools to implementing the land use policies of the city. Alignment of the development regulations with the comprehensive plan is critical to achieving goals efficiently, and we are beginning a rewrite of both ordinances to best align with the city's policy objectives. The best regulations provide guardrails to align development with the city's goals while limiting the financial and temporal impact on property owners. Striking this balance is difficult. In order to ensure the best outcomes, a committee of experts in related fields is recommended to provide feedback on the impacts – both good and bad – of proposed language.

The stakeholder committee is a technical committee, different from other ad hoc committees serving the city. We will rely explicitly on the experience and knowledge of the members to help vet proposals and further ensure the functionality of proposed changes aligned with the Comprehensive Plan. For these reasons, the committee structure is somewhat rigid, seeking individuals from allied professions who know Plano and the North Texas real estate market.

The following considerations are proposed for appointments to the committee:

- Committee members will need to commit to a lengthy process of review and adoption. The current schedule has 13 meetings of the stakeholder committee over 18 months.
- Representatives of both City Council and the Planning & Zoning Commission (P&Z) will help represent the interests of their respective bodies and provide first-hand knowledge of the process where needed.
- To ensure efficiency and timely completion, the consulting team recommended the committee be as small as possible, specifically around 12 people. A significantly larger committee will take more time and be more costly.
- Representatives should be Plano residents and be willing and able to represent the community as a whole.
- The committee should include a diverse representation across professions and interests.
- The committee will be ad hoc and advisory to the P&Z in developing recommendations to the City Council.

We are seeking authorization for the two City Council liaisons to P&Z, the P&Z Chair, and P&Z Vice Chair to work together in a Steering Committee which appoints an informal, ad hoc stakeholder committee consisting of the following affiliations, where individuals are willing to serve. City Council will then review

and approve the appointees. Some individuals may be able to represent a number of categories, but all will be Plano residents representing the interests of the community.

Eleven Categories – All Appointees Plano Residents

- City Council representative
- P&Z representative
- Board of Adjustment representative
- Market-rate housing developer
- Affordable housing developer
- Commercial/Mixed-Use developer
- AICP Planner
- Professional Engineer (civil)
- AIA Architect
- Land Use/Municipal Attorney
- Individual from Comprehensive Plan Review Committee



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: HR

DIRECTOR: Victoria Huynh, J.D., Director of Human Resources/Risk Management

AGENDA ITEM: Compensation Philosophy & Structure Study

PRESENTER: Ross/Huynh

TIME SPAN: 20 mins.

ITEM SUMMARY

Compensation Philosophy & Structure Study



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Peter Braster, Director of Special Projects

AGENDA ITEM: Retail Revitalization Program Update

PRESENTER: Braster

TIME SPAN: 10 min.

ITEM SUMMARY

Retail Revitalization Program Update



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Karen Rhodes-Whitley, Director of Budget and Research

AGENDA ITEM: Discussion and direction re the use of hotel/motel occupancy tax for grants and events

PRESENTER: Rhodes-Whitley

TIME SPAN: 15 min.

ITEM SUMMARY

Discussion and direction re the use of hotel/motel occupancy tax for grants and events

ATTACHMENTS:

Description	Upload Date	Type
HOT Tax Information	5/22/2024	Informational
Current Proposed 24-25	5/22/2024	Informational
Staff Recommended 24-25	5/22/2024	Informational

Hotel Occupancy Tax (HOT)

Under the Tax Code, every event, program, or facility funded with hotel occupancy tax revenues must be likely to do two things:

- 1) directly promote tourism; and
- 2) directly promote the convention and hotel industry.

“Tourism” is defined under Texas law as guiding or managing individuals who are traveling to a different, city, county, state, or country. A “direct” promotion of the convention and hotel industry has been consistently interpreted by the Texas Attorney General as a program, event, or facility likely to cause increased hotel or convention activity. This activity may result from hotel or convention guests that are already in town and choose to attend the hotel tax funded facility or arts or historical event, or it may result from individuals who come from another city or county to stay in an area lodging property at least in part to attend the event or facility.

There is no statutory formula for determining the level of impact an event must have to satisfy the requirement to directly promote tourism and hotel and convention activity. A community picnic, local parade, educational class, or other similar type of event is not likely to attract tourists and hotel guests and would likely not be eligible for hotel occupancy tax funding.

The nine categories for expenditure of the hotel occupancy tax are:

- 1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center.
- 2) Paying the administrative costs for facilitating convention registration
- 3) Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity.
- 4) Expenditures that promote the arts.
- 5) Funding historical restoration or preservation programs.
- 6) Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.
- 7) Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities (*Plano does not qualify*).
- 8) Funding transportation systems for tourists
- 9) Signage directing tourists to sights and attractions visited frequently by hotel guests.

Cities with a population of 200,000 or greater (except Houston): In addition to the general two part test for all expenditures of the hotel occupancy tax revenue, these cities have certain specific expenditure limitations that apply to their handling of the local hotel occupancy tax.

- A city with a population of at least 200,000 may not expend more than the greater of either 15 percent of the hotel occupancy tax revenue collected or the amount of tax received by the city at the rate of 1 percent of the cost of a room on promotion of the arts.
- A city with a population of more than 125,000 may not spend more than 15 percent of its hotel occupancy tax revenue on historical restoration and preservation programs.

HOT revenue	15% for Arts	15% for Heritage	

Current Proposed 2024-2025 Arts & Heritage Funding

ARTS	
24-25 Proposed Funding as of 5/21/24*	
46- Convention & Tourism Fund	
127 Cultural Arts	
Organization Name	Award
Art & Drama Centre Theatre	\$ 104,612
ArtCentre of Plano, Inc.	\$ 61,157
Chamberlain Ballet	\$ 92,656
Childrens Chorus of Collin County	\$ 38,171
Dallas Asian American Youth Orchestra (DAAYO)	\$ 27,162
Garage Arts Project	\$ 3,960
North Texas Performing Arts	\$ 718,268
Outcry Theatre, Inc.	\$ 44,831
Plano Art Association	2806
Plano Civic Chorus	\$ 15,450
Plano Community Band	\$ 10,696
Plano Metropolitan Ballet	\$ 11,717
Plano Symphony Orchestra	\$ 268,367
Rover Dramawerks	\$ 32,917
Town N Chapter of the Barbershop Harmony	\$ 2,234
Shine	\$ 64,996
TOTAL	\$ 1,500,000
162 Community & Cultural Events	
Event/Organization Name	Award
AsiaFest/Celebrating Asian American Heritage	\$ 4,571
Plano Balloon Festival, Inc.	\$ 346,734
Plano Comedy Festival, Inc	\$ 8,861
Plano International Festival	\$ 26,746
Lights at Legacy	\$ 30,000
TX Forever Fest	\$ 173,466
RIP-Halloween	\$ 92,707
TOTAL	\$ 683,085
% Spend on Arts	
46-Convention & Tourism Arts Total Spend	\$ 2,183,085
24-25 Projected HOT Revenue	\$ 14,455,680.00
% of Revenue on Art	15.10%

01- General Fund	
164 Special Events & Staff Recommended	
Event Name	Award
Plano Flags of Honor	\$ 71,835
Rotary Parades of Plano Holiday Parade	\$ 36,050
MLK Celebration	\$ 8,000
Sunset at Memorial Park	\$ 9,000
2025 Juneteenth Celebration	\$ 16,000
Rotary Parades of Plano 4th of July Parade	\$ 36,050
Dickens	\$ 113,691
July 4th Celebration & Fireworks	\$ 144,200
Holiday Lights Downtown	\$ 56,100
McCall Plaza	\$ 247,000
TOTAL	\$ 737,926
167 Summer Arts	
Event Organization Name	Award
Chamberlain Ballet	\$ 55,000

Grants Funded through Cultural Arts Comm
City Management Recommended funding
City Held Events

HERITAGE	
24-25 Request from Applicants*	
46-Convention & Tourism Fund	
126 Historic Preservation	
Organization Name	Requested
Heritage Farmstead Museum	\$ 624,000.00
N. TX Masonic Historical Museum & Library	\$ 20,400.00
Plano African American Museum	\$ 37,438.00
Plano Conservancy for Historic Preservation	\$ 248,038.00
Texas Pool	\$ 74,400.00
TOTAL	\$ 1,004,276.00
% Requested of Heritage	
46- Convention & Tourism for Heritage	\$ 1,004,276.00
24-25 Projected HOT Revenue	\$ 14,455,680.00
% of Revenue on Heritage	7%

* Heritage Grant applications have recently been submitted and have not been reviewed by staff or the Heritage Commission. As applications are reviewed for eligibility, requests may be lowered. This is a highest funding level scenario.

Cultural Arts Commission applications have been reviewed and recommended by the Commission.

City held events proposed budgets have been submitted by the Arts & Events staff

Staff Recommended requests have not been reviewed.

Staff Recommended 2024-2025 Arts & Heritage Funding

ARTS	
24-25 Proposed Funding as of 5/21/24*	
46- Convention & Tourism Fund	
127 Cultural Arts	
Organization Name	Award
Art & Drama Centre Theatre	\$ 104,612
ArtCentre of Plano, Inc.	\$ 61,157
Chamberlain Ballet	\$ 92,656
Childrens Chorus of Collin County	\$ 38,171
Dallas Asian American Youth Orchestra (DAAYO)	\$ 27,162
Garage Arts Project	\$ 3,960
North Texas Performing Arts	\$ 718,268
Outcry Theatre, Inc.	\$ 44,831
Plano Art Association	2806
Plano Civic Chorus	\$ 15,450
Plano Community Band	\$ 10,696
Plano Metropolitan Ballet	\$ 11,717
Plano Symphony Orchestra	\$ 268,367
Rover Dramawerks	\$ 32,917
Town N Chapter of the Barbershop Harmony	\$ 2,234
Shine	\$ 64,996
TOTAL	\$ 1,500,000
162 Community & Cultural Events	
Event/Organization Name	Award
Plano Balloon Festival, Inc.	\$ 346,734
Plano Comedy Festival, Inc	\$ 8,861
Lights at Legacy	\$ 30,000
TOTAL	\$ 385,595
% Spend on Arts	
46-Convention & Tourism Arts Total Spend	\$ 1,885,595
24-25 Projected HOT Revenue	\$ 14,455,680.00
% of Revenue on Art	13.04%
01- General Fund	
164 Special Events & Staff Recommended	
Event Name	Award
Plano Flags of Honor	\$ 71,835
Rotary Parades of Plano Holiday Parade	\$ 36,050
MLK Celebration	\$ 8,000
Sunset at Memorial Park	\$ 9,000
2025 Juneteenth Celebration	\$ 16,000
Rotary Parades of Plano 4th of July Parade	\$ 36,050
July 4th Celebration & Fireworks	\$ 144,200
Holiday Lights Downtown	\$ 56,100
TOTAL	\$ 377,235
167 Summer Arts	
EventOrganization Name	Award
Chamberlain Ballet	\$ 55,000
Grants Funded through Cultural Arts Comm	
City Management Recommended funding	
City Held Events	

HERITAGE	
24-25 Request from Applicants*	
46-Convention & Tourism Fund	
126 Historic Preservation	
Organization Name	Requested
Heritage Farmstead Museum	\$ 624,000.00
N. TX Masonic Historical Museum & Library	\$ 20,400.00
Plano African American Museum	\$ 37,438.00
Plano Conservancy for Historic Preservation	\$ 248,038.00
Texas Pool	\$ 74,400.00
AsiaFest/Celebrating Asian American Heritage	\$ 4,571
Plano International Festival	\$ 26,746
Dickens	\$ 113,691
McCall Plaza	\$ 247,000
TX Forever Fest	\$ 173,466
RIP-Halloween	\$ 92,707
TOTAL	\$ 1,662,457.00
% Requested of Heritage	
46- Convention & Tourism for Heritage	\$ 1,662,457.00
24-25 Projected HOT Revenue	\$ 14,455,680.00
% of Revenue on Heritage	11.50%

* Heritage Grant applications have recently been submitted and have not been reviewed by staff or the Heritage Commission. As applications are reviewed for eligibility, requests may be lowered. This is a highest funding level scenario.

Cultural Arts Commission applications have been reviewed and recommended by the Commission.

City held events proposed budgets have been submitted by the Arts & Events staff

Staff Recommended requests have not been reviewed.



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Lisa Henderson, City Secretary

AGENDA ITEM: Appointment of Council Liaisons

PRESENTER: Mayor

TIME SPAN: 10 min.

ITEM SUMMARY

Council appointments to various boards, commissions, committees, and organizations



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Lisa Henderson, City Secretary

PRESENTER: Council

TIME SPAN: 5 min.

ITEM SUMMARY

Consent and Regular Agendas



CITY COUNCIL AGENDA MEMO

MEETING DATE: 5/28/2024

DEPARTMENT: City Secretary

DIRECTOR: Mark D. Israelson, City Manager

PRESENTER: Council

TIME SPAN: 5 min.

ITEM SUMMARY

Council items for discussion/action on future agendas