



Town of Vienna

Meeting Minutes Town Council Work Session

Charles A. Robinson Jr.
Town Hall
127 Center Street South
Vienna VA, 22180

Tuesday, January 15, 2019

7:00 PM

Charles A. Robinson, Jr. Town Hall, 127
Center Street, South

Strategic Plan Work Session

1. Regular Business

Council Members Present:

*Mayor Laurie A. DiRocco
Council Member Tara L. Bloch
Council Member Linda J. Colbert
Council Member Pasha M. Majdi
Council Member Douglas E. Noble
Council Member Carey J. Sienicki
Council Member Howard J. Springsteen*

Staff Present:

*Lynne Coan, Communications and Marketing Manager
David Donahue, Deputy Director of Public Works
Michael Gallagher, Director of Public Works
Leslie Herman, Parks and Recreation Director
Maggie Kain, Director of Human Resources
Jim Morris, Police Chief
Tony Mull, Director of Information Technology
Mercury T. Payton, Town Manager
Cindy Petkac, Director of Planning and Zoning
Marion Serfass, Director of Finance
Carol S. Waters, Deputy Town Clerk*

[19-1138](#) Discuss and Determine Strategies and Objectives to be included in Town's 2019 Strategic Plan

Attachments: [Vienna Council Strategy Review Work Session 1-15-19 lynne](#)
[draft strategies to council jan 2019](#)

This strategy review session was held in the Vienna Community Center, Room 201, the Southside Room. The session began at 7:00 p.m. with Mr. Craig Gerhart, meeting facilitator and former Prince William County Executive, addressing the group of Council Members and Department Heads. Throughout the meeting, Mr. Gerhart would make note of Council's suggestions on large posters, taped to the wall. He would also occasionally step in during the meeting to keep discussions moving.

Mr. Gerhart gave a brief overview and noted that they would focus on strategies at this meeting. Mrs. Lynne Coan shared Power Point slides and recapped the progress to date. She noted that the evening's plan was to review, discuss, and decide which of the suggested strategies, objectives, and specific action steps suggested by Town Staff should be included in preparation of the Town's 2019 Strategic Plan.

Finance Director Marion Serfass came forward to review potential strategies for the focus area of “Vienna as a fiscally responsible community.” The Council goal for this was summarized as follows: “The Town of Vienna will be a reliable and responsible steward of public funds, committed to ensuring financial sustainability and maintaining and promoting high standards as well as a strong, well-managed financial position.” Mrs. Serfass fielded Council’s questions and the group talked about all the potential strategies and their action steps for this category. Council decided to move one strategy point, “Review financial policies to ensure they meet current best practices” to the strategy heading of “Vienna as an influential and well-governed community.” (Please see the document attached, called “draft strategies to council, Jan 2019”)

Police Chief Jim Morris led the discussion of potential strategies for “Vienna as a safe community.” He explained how Hot Spots were determined by graphing places from which police service calls were generated. The Mayor suggested that school and community programs for school age children focus more time on high school aged children. Existing neighborhood watch programs were mentioned. Chief Morris talked about planning for the next generation of technology for public safety.

Director of Information Technology Tony Mull spoke on “Vienna as an efficiently mobile community” and discussed suggested strategies and their action steps. In addition to Staff’s suggestions as seen on the attachments to these minutes, Council came up with more action steps including: setting up command stations for the traffic signals in Town, adding bicycle and scooter sharing programs as ridesharing options, adding more mid-block crossings on Route 123, and researching options to reduce neighborhood cut-through traffic.

Marion Serfass went over “Vienna as an economically prosperous community.” Potential strategies that she identified as key points were: updating the zoning code to address economic development, determining how the Town can better provide economic development services, and to promote locally owned, independent business. The strategy of “making the Town more walkable” was shifted to the transportation strategies. The action step to “create more events with food trucks” was eliminated. Council also eliminated the suggestion to host a casino night, because non-profit groups do those. Council decided that it was a good idea to expand Small Business Saturday to a whole week, beginning on the date of the Church Street Stroll. Council added “Encourage patrons to shop local” and “Create apps to promote Vienna as a destination.”

Human Resources Director Maggie Kain went over strategy points for “Vienna as an influential and well-governed community.” She and Council decided to modify the strategy of “assess business processes” to “assess and improve Town business processes.” Ms. Kain spoke on targeted training and about generally making processes more simple. A strategy to “be influential in the region and beyond” was added. They also added action steps to pool information and establish collaborative processes.

Communications and Marketing Manager Lynne Coan began the talk about “Vienna as an engaged community.” It was pointed out that there are a lot of very engaged citizens in Town. There was discussion about the relatively small percentage of registered voters in Vienna that come out to vote in Mayor and Council elections, which are held in May. The group discussed the idea of moving

Town elections to November and the potential effects of that, and there was not much support for that idea. It was suggested that Town Newsletters be mailed to all of the apartments.

Director of Public Works Michael Gallagher discussed "Vienna as an environmentally sustainable community." In addition to the action steps listed on the attachments to these minutes, Council also added action steps to: account for energy use in facility construction and renovation, better manage ball-field lights when not in use, develop a funding stream for green space, find alternatives for glass recycling since it has become a problem in recycling centers, promote natural plantings in restoration projects, and provide residents with information on home composting.

Leslie Herman, Director of Parks and Recreation, reviewed the strategy suggestions for "Vienna as a complete community." This goal was expressed as follows: "The Town of Vienna will embrace its independent, active, and welcoming character as a unique place to live-work-play-eat-shop in Northern Virginia. Our traditional events and year-round activities enrich the Town's vibrant, caring, and inclusive community identity and spirit." The first strategy for this goal was to encourage unique place-making through high-quality development, public art, and enhanced public spaces. Ms. Herman went through all of the suggested action steps. The group talked about putting a spray pad at the Town Green and exactly where it would fit. The idea of putting a concession stand at the Town Green was taken off the list. They recommended consulting with the Vienna Public Art Commission before taking any action on painting entertaining things on sidewalks and along the W&OD Trail, and installing fun and creative crosswalks to make walking fun.

Mr. Gerhart wrapped up the work session shortly after 10:00 p.m. He said that the next step would be to put these strategies and action steps into a coherent framework. The group discussed when they could get together again to go over a follow-up draft. The date of the next meeting was left undetermined.

2. Meeting Adjournment

The Town Council Work Session of Tuesday, January 15, 2019 adjourned at approximately 10:20 p.m.

Mayor Laurie A. DiRocco

Signed / Dated: _____

*Attest: _____
Deputy Town Clerk*

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