



Town of Vienna

Meeting Minutes

Town Council Work Session

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

Tuesday, May 29, 2018

7:00 PM

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

Strategic Plan Work Session

1. Regular Business

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

Absent: Council Member Pasha M. Majdi

[18-909](#)

Strategic Plan Work Session

Attachments: [2018 05-29 team presentations combined](#)
[authentic small town](#)
[economic sustainability](#)
[effectively mobile community](#)
[engaged community](#)
[environmentally sustainable](#)
[influential and well governed](#)
[safe community](#)

The Strategic Plan Work Session of Tuesday, May 29, 2018 was held in the auditorium of the Vienna Community Center, 120 Cherry Street, S.E., Vienna, Virginia. Town Manager Mercury T. Payton opened the work session at 7:00 p.m. Lynne Coan, Communications and Marketing Manager for the Public Information Office, thanked the Mayor and Town Council for including Town Staff in the creation of the Strategic Plan.

Seven teams of four Town employees had been formed to work on "strategic focus areas" which had been identified previously by the Town Council. The teams were each allowed ten minutes at the work session to present the findings and creative strategy ideas which they had envisioned. Mr. Payton pulled team names out of a hat to establish their order of presentation, and a timer was used to measure their ten minutes.

Each team had a written report to accompany their presentation, and these reports are available to read as attachments to the minutes. The reports basically contain an introduction, background information, an analysis of the current situation, key measurements, and suggested strategies or conclusions.

Lynne Coan shared her team's power point presentation on "Vienna as an effectively engaged community." Her other team members, also present, were Sharmaine Abaied, Administrative Assistant II in the Planning and Zoning Department, Sergeant Patrick Kiley from the Vienna Police Department, and Terri Tufano from the Parks and Recreation Department. Just a few of the team's recommendations were: to provide better electronic engagement tools, to make engagement a priority with Council and staff commitment, use information booths at community events, encourage more staff representation within community organizations, promote partnerships with community-minded businesses, and explore placemaking opportunities in parks and along the W&OD Trail.

Director of Planning and Zoning Cindy Petkac spoke from the podium next and introduced her team mates in attendance; Department of Public Works Civil Engineer John Jay Sergeant, Parks and Recreation Director Leslie Herman, and Planning and Zoning Specialist Jennifer Murphy. "Honorary Member" Adam Kincaid, Communications Specialist from the Public Information Office, was not present but was given credit for helping the team. This team's topic was "Vienna as an authentic community with a small-town experience and high quality of life for residents." Strategies shared in their power point presentation included the addition of: a concession stand and a spray pad at the Town Green, more events targeting millennials and empty nesters at the Town Green, more public art, sidewalk chalk-art contests, a Town aquatic center, gateway arches at the street entrances to Vienna, a pedestrian way to Church Street, new housing developments, and a golf-cart style "Taxi Cart System," or a "City Taxi."

Michael Gallagher, Director of Public Works, spoke on "Vienna as an environmentally sustainable community." Team member Frank Simeck, Senior Zoning Inspector, accompanied Mr. Gallagher for the presentation. Other team members not in attendance were Christine Horner, Public Works Civil Engineer II and Sam Lilly, Parks and Recreation Urban Arborist. Mr. Gallagher reported on staying current with state stormwater regulations, stream restorations, conversion to LED lights, native plantings, green space, and adding more pocket parks. Responding to Council questions, Mr. Gallagher also discussed street lights, traffic signal lights, and street sweeping.

The topic/theme for Deputy Director of Planning and Zoning Michael D'Orazio and his team was "Vienna as an economically sustainable community." Mr. D'Orazio introduced fellow team mates Police Sergeant Pam Juelharte, Finance Director Marion Serfass, and Water and Sewer Operations Supervisor Frank Torre. Their strategies for promoting economic sustainability focused mainly on adding to the tax base and shifting some of the tax burden from residents to commercial entities. Mr. D'Orazio commented that redevelopment is unavoidable given the proximity to Tysons, etc., but it should be done thoughtfully. Comparing Vienna to surrounding localities, they suggested that Vienna "lacks a walkable district" with centralized parking, and is the only jurisdiction without an economic development function. The group had many recommendations, including doing a market study, making up a task force, developing more vision, updating the zoning code, adding wayfinding signage and pop-up art, enhancing pedestrian areas with year-round tree lights, and enhancing quality of life for residents and businesses in Vienna with more retirement activities, boutique hotels, enhancing gathering spaces and places for youth sports, alternative forms of transportation (like golf carts), public parking, programming the Town Green for everyday use, and promoting business incubators and micro manufacturing.

Information Technology Director Tony Mull and his team had developed strategies to promote “Vienna as an effectively mobile community.” Team members present were Deputy Director of Finance Michelle Pagano-Dierkes and Police Sergeant Tu Farhan. Teammate Jeff Tufano, Electrical/Traffic Signal Technician II, was absent. Mr. Mull presented ideas to enhance traffic signal timing, such as use of surveillance cameras to monitor traffic, a traffic monitoring center, use of adaptive technology to adjust timing in real time, and upgrading to a fiber optic system. Mr. Mull also discussed the pros and cons of using roundabouts at some challenging intersections. Suggestions to improve walking and biking included a capital bike share program and a ride share program.

Deputy Director of Public Works David Donahue presented his team’s strategies for “Vienna as an influential and well-governed community.” His team included Director of Human Resources Maggie Kain, Police Lieutenant Tom Taylor, and Finance Operations Manager Gwen Riddle, and they were all present. Their focus areas were staff development, staff retention, and a higher level of regional influence. Recommendations from the group included: more presence at state legislative sessions, to develop the High-Performance Organization philosophy across all employee levels, to establish business process management using ISO (International Organizations for Standardization) principles, to establish cross-functional teams to achieve process improvements, to do an inventory and an evaluation of the Town’s services from Fairfax County, and to celebrate staff members’ successes more widely.

Police Chief Jim Morris was the spokesperson for the “Vienna as a safe community” team. Other team members, in attendance, were Deputy Police Chief Dan Janickey, Public Works Civil Engineer Luis Blandon, and Computer Technician Edgar Marmolejos. Chief Morris went over police activity and crash data, charted for the last five years, and noted that traffic safety and education is one of the main priorities for Vienna. He updated Council on plans for the future police station project, the current main technology systems, the existing security measures to protect the Town’s technology, and recent issues being brought to the Traffic Safety Commission. Chief Morris also went through some basic strategies to help achieve the goals of the strategic plan.

Meeting Facilitator Craig Gerhart spoke briefly to Council, saying that they had a window of time between this meeting and the next strategic plan meeting on June 11, 2018 to let the information percolate. As it has been planned, Council will write the strategic plan goals at the June 11 meeting. Mr. Payton thanked everyone and stated that the Town government is one organization with many leaders and a lot of talent. The Mayor remarked that the employees had done a fantastic job.

2. Meeting Adjournment

The Town Council Strategic Plan Work Session of Tuesday, May 29, 2018 adjourned at approximately 9:40 p.m.

Mayor Laurie A. DiRocco

Signed / Dated: _____

Attest: _____
Deputy Town Clerk

THE TOWN OF VIENNA IS COMMITTED TO FULL COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT STANDARDS. TRANSLATION SERVICES, ASSISTANCE OR ACCOMMODATION REQUESTS FROM PERSONS WITH DISABILITIES ARE TO BE REQUESTED NOT LESS THAN 3 WORKING DAYS BEFORE THE DAY OF THE EVENT. PLEASE CALL (703) 255-6304, OR 711 VIRGINIA RELAY SERVICE FOR THE HEARING IMPAIRED.