

# WEATHERFORD GENERAL PLAN ADVISORY COMMITTEE

REPORT ON MEETING #1, JULY 27, 2016

## OVERVIEW

The first meeting of the General Plan Advisory Committee was held on Wednesday, July 27, 2016. Twenty one of the Committee members attended this meeting, which was held at Chandor Gardens in Weatherford. The meeting agenda is presented below. The meeting began at 6 p.m. and adjourned shortly after 8 p.m. This report summarizes the discussions and results of the meeting; it also recommends statements of overall policy direction for the General Plan based on the results of this meeting and the process to date. The Powerpoint presentation used to guide discussion is provided separately.

## AGENDA

1. Getting Started
  - a. Introductions
  - b. Agenda
  - c. Meeting Objectives
2. Information and Perspectives (Highlights)
  - a. Creating the Community's 2050 Future: *Weatherford General Plan Process*
  - b. Where are We Headed, Weatherford? *Initial Public Input for the General Plan*
  - c. Understanding Weatherford Today: *Planning Context Report*
  - d. Shaping Weatherford's Future: *Trends and Opportunities Report*
3. Weatherford's Competitive Advantage
  - a. Idea Generation
  - b. Team Creativity
  - c. Committee Dialogue
  - d. Determining Consensus
4. Next Steps
  - a. Future Meetings
  - b. Other Items
5. Adjourn by 8 pm

## GETTING STARTED

City Manager Sharon Hayes welcomed participants and thanked them for their willingness to participate in shaping the City's new General Plan. All participants introduced themselves. Karen Walz presented the meeting agenda and objectives; the Committee agreed with these.

## INFORMATION AND PERSPECTIVES

This presentation summarized key pieces of information from the packet provided to Committee members for this meeting. The packet contained four separate reports on Weatherford and on the results of the General Plan process to date. The packets were provided electronically before the meeting; printed copies in binders were provided to participants at the meeting. These reports include:

- a. Creating the Community's 2050 Future: *Weatherford General Plan Process*
- b. Where are We Headed, Weatherford? *Initial Public Input for the General Plan*
- c. Understanding Weatherford Today: *Planning Context Report*
- d. Shaping Weatherford's Future: *Trends and Opportunities Report*

Karen Walz and Mark Bowers presented the highlights of these reports, with additional input from Craig Farmer. Committee members asked questions and discussed items of interest.

## WEATHERFORD'S COMPETITIVE ADVANTAGE

This segment of the meeting was designed for interaction among Advisory Committee members. It asked them to envision the aspects of future Weatherford that will give it a competitive advantage as a place people choose for five key aspects of life:

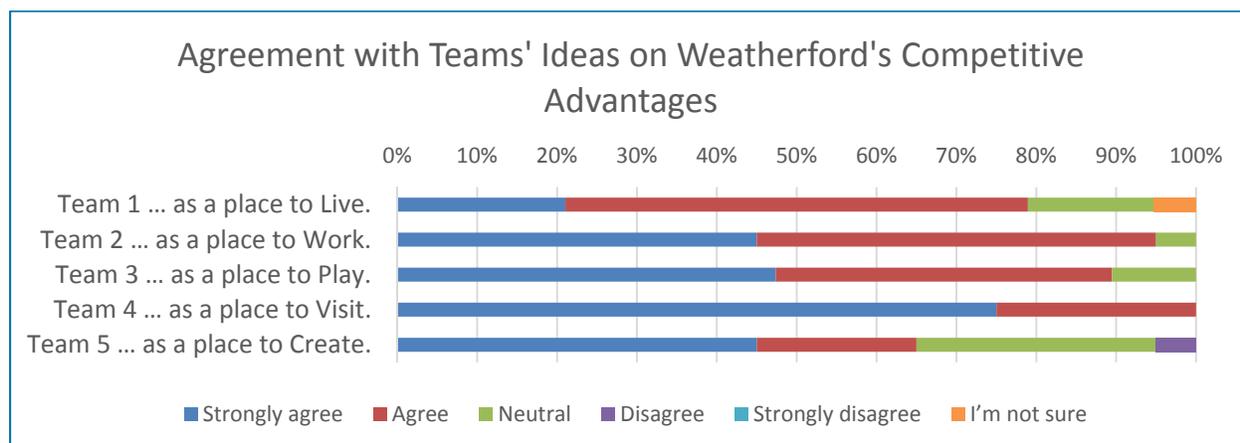
1. Live
2. Work
3. Play
4. Visit
5. Create

Stations were set up around the room for each of these five aspects of life. At the stations, Committee members brainstormed and recorded their ideas for each aspect. The charts with these ideas are found in Appendix 1 of this report.

After this general brainstorming session, all Committee members were assigned to one of five teams. Each team was assigned one of these five topics. The teams reviewed the ideas generated by the committee's brainstorming session, and used a worksheet to develop their recommendations. Appendix 2 contains the team worksheets recording the results of these discussions.

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After the teams developed their ideas, each team presented its recommendations to the entire Committee. Members asked questions and discussed the teams' ideas. Keypad polling was used to gain a sense of agreement about the teams' recommendations. The level of agreement with each team's ideas is shown in the chart below. The tabulated results of this keypad polling are found in Appendix 3.



Overall, there is a strong level of agreement with the teams' ideas. A majority of participants agreed with all the teams' ideas. There was strongest agreement with the ideas of Team 4. 75% of participants 'strongly agreed' with this team's recommendations, and the remaining 25% 'agreed' with the recommendations.

Team 1's ideas had the lowest share of 'strongly agree' responses, though a majority of participants still 'agreed' with the responses. However, this team's recommendations were simply summarized before the polling question, while the other teams were asked to restate their recommendations just before the polling question. As a result, it's possible that some of the 'agree' responses for Team 1 might have been 'strongly agree' if the recommendations had been restated right before the polling.

Team 5's ideas had the lowest level of support overall. Even so, 65% of Committee members 'strongly agreed' or 'agreed' with Team 5's recommendations.

## CONCLUSIONS

At this meeting, the Advisory Committee reviewed and discussed the data collection and analysis completed by staff and consultant, as well as the results of the public input completed to date. The Committee also began to develop its own ideas and consensus about the place they would like Weatherford to be in the future. This dialogue is an important step in shaping the Vision Statement and Guiding Principles that will provide the General Plan's overall policy direction.

APPENDIX 1: FLIPCHARTS FROM ADVISORY COMMITTEE BRAINSTORMING SESSION



# I LIVE

diverse housing

Historic

Safe

Pedestrian Friendly

Live For Life

EMBRACE OUR HISTORY

SCHOOLS

Medical Facilities

CLOSE TO METROPLEX

NEEDS MET AT ALL  
LEVELS OF INCOME

Affordable Housing

big city amenities with  
a small town feel

Reasonable cost of  
living

YOUTH SPORTS

- Developmental Opportunities
- Outdoor Complexes that  
can host regional events

# 2 WORK

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a healthy mix of both local and regional/national business opportunities

Opportunity

Technology

HEALTH CARE DESTINATION

FOR ALL COMMUNITIES WEST OF WEATHERFORD

✓ HIGHER EDUCATION HUB FOR SURROUNDING AREA

Small enough for people to still know each other

✓ EASE OF TRANSPORTATION ACCESS TO ALL OF THE ABOVE.

MORE White Collar Employment Opportunities / Higher Salaries

# 3 PLAY

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Cycling Destination

YMCA

CONNECTIVITY OF PARKS/TRAILS

INDOOR REC FACILITIES FOR YEAR ROUND ACTIVE LIFESTYLES

Equestrian

Recreation and  
Community Center

## DOWNTOWN ACTIVITIES

Make Lake Larger

Senior Friendly Activities

Safety is more maintainable

Splash Park

green spaces that tie  
the entire community  
together, and give back  
(eg. produce gardens)

# A VISIT

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HOST FOR REGIONAL EVENTS

Cycling Destination

DOWNTOWN EVENTS

Vacationing destination

LOCAL ~~REST~~ EATING THAT CANNOT BE FOUND  
IN DFW,

Rodeo / Equine Destination

Special Event Capital

History is / will be a big draw →

Goodnight / Loving  
Cutting Horse

Unique, region specific events <sup>that</sup> ~~where~~ Weatherford  
is the only destination for.

# 5 CREATE

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INTELLECTUAL CAPACITY OF COMMUNITY MEMBERS

EARLY ADOPTERS OF ADVANCED TECH  
- CONNECTED - AUTOMATION - MEDIA

FAMILIES - GENERATIONAL

Top notch educational opportunities

Past (History) Present (as we live each day) Future (look to improve)

Vibrant mix of new and old "Hip Feel"

Public and private "artist" spaces, including museums, performing arts, etc.

Cultural district

Weatherford College opportunities



# ADVISORY COMMITTEE

JULY 27, 2016

Team	1 – Weatherford as a Place to <b>Live</b>
Members – write your names here →	MAC, TERI, JOHN, JUDA
Step 1: Review the materials in the packet and the ideas on your flip chart.	
Step 2: What three things will be most important to giving Weatherford a competitive advantage in 2050? Once your team agrees, write them below.	
#1	PROXIMITY / LOCATION
#2	SAFETY
#3	DIVERSE HOUSING
Step 3: Decide on a statement that reflects the Weatherford of 2050 if it has achieved this competitive advantage. Write that statement below.	
Positive Progress	
Step 4: List the four biggest changes we should consider in the General Plan to support this future for Weatherford.	
A.	
B.	
C.	
D.	
Step 5: Note any other comments below.	

# ADVISORY COMMITTEE

JULY 27, 2016

Team	2 - Weatherford as a Place to <del>Live</del> Work
Members - write your names here →	Phil Trew John Roy Judy Flanagan Kathy Lee Larry Walden
Step 1: Review the materials in the packet and the ideas on your flip chart.	
Step 2: What three things will be most important to giving Weatherford a competitive advantage in 2050? Once your team agrees, write them below.	
#1	Mix of employment + business opportunities
#2	Higher Education
#3	Ease & Access of Transportation
Step 3: Decide on a statement that reflects the Weatherford of 2050 if it has achieved this competitive advantage. Write that statement below.	
Mix of Employment + business opportunities with available labor pool of educated workers that is easily accessible from the metroplex	
Step 4: List the four biggest changes we should consider in the General Plan to support this future for Weatherford.	
A.	
B.	
C.	
D.	
Step 5: Note any other comments below.	

# ADVISORY COMMITTEE

JULY 27, 2016

Team	3 - Weatherford as a Place to <del>Live</del> Play
Members - write your names here →	Mr. Ronnie Wame Stephane Moore MIKE CARTER Tony Aaron
Step 1: Review the materials in the packet and the ideas on your flip chart.	
Step 2: What three things will be most important to giving Weatherford a competitive advantage in 2050? Once your team agrees, write them below.	
#1	recreation centers
#2	equestrian - UNIQUE WESTERN HERITAGE
#3	downtown activities
Step 3: Decide on a statement that reflects the Weatherford of 2050 if it has achieved this competitive advantage. Write that statement below.	
A diverse selection of activities appealing to a broad population base, w/ a specific focus	
Step 4: List the four biggest changes we should consider in the General Plan to support this future for Weatherford.	
A.	
B.	
C.	
D.	
Step 5: Note any other comments below.	

of healthy lifestyle

# ADVISORY COMMITTEE

JULY 27, 2016

Team	4 - Weatherford as a Place to <del>live</del> VISIT
Members – write your names here →	BRAD FLEMING WALLY WALLACE THOMAS MOORMAN MATT TICZKA
Step 1: Review the materials in the packet and the ideas on your flip chart.	
Step 2: What three things will be most important to giving Weatherford a competitive advantage in 2050? Once your team agrees, write them below.	
#1	HISTORIC DOWNTOWN AREA → MAKE EVENT FRIENDLY
#2	Equestrian Opportunities in Parker County RODEO
#3	PARKS/ TRAILS/ BIKES <del>TRAILS</del> TRAILS / Walking Trails, etc
Step 3: Decide on a statement that reflects the Weatherford of 2050 if it has achieved this competitive advantage. Write that statement below.	
Low crime rate / safe & enjoyable / easy access to venues Attracting visitors	
Step 4: List the four biggest changes we should consider in the General Plan to support this future for Weatherford.	
A.	
B.	
C.	
D.	
Step 5: Note any other comments below.	

# ADVISORY COMMITTEE

JULY 27, 2016

Team	5 - Weatherford as a Place to <del>Live</del> Create
Members - write your names here →	JOYCE, BILL, KEN, ANDY
Step 1: Review the materials in the packet and the ideas on your flip chart.	
Step 2: What three things will be most important to giving Weatherford a competitive advantage in 2050? Once your team agrees, write them below.	
#1 FAMILY	STAY IN PLACE FAMILY FOCUS
#2 EDUCATION	<del>STRIVE FOR</del> TOP NOTCH HIGH EDUCATION OPPORTUNITIES SCHOOL / COLLEGE
#3 CULTURE	HISTORY
Step 3: Decide on a statement that reflects the Weatherford of 2050 if it has achieved this competitive advantage. Write that statement below.	
A STAY IN-PLACE	COMMUNITY WITH HERITAGE, EDUCATION WHERE GRANDPARENTS GREW UP AND GRAND KIDS GROW UP
Step 4: List the four biggest changes we should consider in the General Plan to support this future for Weatherford.	
A.	
B.	
C.	
D.	
Step 5: Note any other comments below.	

APPENDIX 3: KEYPAD POLLING RESULTS

These are the results of keypad polling after each of the 5 teams presented their ideas about Weatherford's future competitive advantages.

<b>This team's ideas will give 2050 Weatherford a competitive advantage as a place to ...</b>						
<b>Team and Topic</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>I'm not sure</b>
Team 1 ... as a place to Live.	21.1%	57.9%	15.8%	0.0%	0.0%	5.3%
Team 2 ... as a place to Work.	45.0%	50.0%	5.0%	0.0%	0.0%	0.0%
Team 3 ... as a place to Play.	47.4%	42.1%	10.5%	0.0%	0.0%	0.0%
Team 4 ... as a place to Visit.	75.0%	25.0%	0.0%	0.0%	0.0%	0.0%
Team 5 ... as a place to Create.	45.0%	20.0%	30.0%	5.0%	0.0%	0.0%