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**HERNDON TOWN COUNCIL
Strategic Planning Initiatives Meeting
Thursday, May 26, 2022**

Mayor Olem called a special Town Council Strategic Planning Initiatives Meeting for the Town Council of the Town of Herndon, Virginia, held in the Herndon Police Department Community Room, 397 Herndon Parkway, Herndon, Virginia on Thursday, May 26, 2022, at 6:00 p.m., there were present:

- Mayor Sheila A. Olem, presiding;
- Vice Mayor Cesar del Aguila;
- Councilmember Naila Alam;
- Councilmember Pradip Dhakal;
- Councilmember Signe Friedrichs; and
- Councilmember Sean M. Regan.
- Councilmember Jasbinder Singh was absent.

Staff present during the meeting: William H. Ashton II, Town Manager; Lesa Yeatts, Town Attorney; Chief Maggie DeBoard, Herndon Police; Elizabeth Gilleran, Director of Community Development; Cindy Roeder, Director of Parks and Recreation; Viki Wellershaus, Town Clerk; John Irish, Deputy Director of Public Works; Dave Bracamonte, Systems Manager; and Margie C. Tacci, Deputy Town Clerk.

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

CALL TO ORDER

Roll Call & Confirmation of Quorum

Mayor Olem called the May 26, 2022 Town Council Strategic Planning Initiatives Meeting to order at 6:00 p.m. and asked Margie Tacci, Deputy Town Clerk to call the roll for attendance. Following the attendance, Mayor Olem confirmed there was a quorum present. All members were present, except Councilmember Singh, who was absent, and with Mayor Olem presiding.

COMMENTS FOR THE RECORD

Mayor Olem asked Ms. Tacci whether she had received comments for the record for that evening's agenda, and the Deputy Clerk stated that comments received prior to March 24, 2022, have been re-entered into the record. She stated that the Clerk had not received additional comments from March 25, 2022, to the present.

OVERVIEW

Mayor Olem recognized William H. Ashton II, Town Manager, to introduce that evening's facilitators.

Mr. Ashton recognized the moderators, who were Kristi Dooley, Executive Coach and Consultant with True Purpose Leadership; and Julie Shedd, Associate Dean and Associate Professor, Carter School and of Conflict Analysis at George Mason University. They had also served as the moderators for the last Town Council Strategic Planning Initiatives meeting.

UPDATE ON LAST QUARTER'S INITIATIVES

Ms. Dooley and Ms. Shedd provided a brief recap of the last Town Council Strategic Planning Initiatives meeting. At that meeting, the Council discussed many issues and decided on giving high priority to bringing DMV services to Herndon; addressing regional cut through traffic; preparing for a vaccine clinic; and making downtown development records public. Ms. Dooley recognized Mr. Ashton to update the Council on what staff had worked on relative to these items.

Mr. Ashton stated that staff coordinated with Fairfax County to bring mobile DMV services to the Herndon Fortnightly Library once a month. This event was previously held once a quarter. He discussed why this was an optimal location for bringing DMV services to the town's residents.

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

Regarding vaccine clinics, Mr. Ashton stated that staff had a plan to pivot the Herndon Community Center's multipurpose room into a space for vaccine clinics. He spoke with the Department of Health as well, and he indicated staff could have a vaccine clinic ready quickly, if necessary.

Focusing on downtown records, Mr. Ashton stated staff was working to consolidate these records, starting with the most recent, and were working their way back.

For cut through traffic, Mr. Ashton stated Councilmember Regan advised that he was working with staff to begin the conversation. He recognized Councilmember Regan for further comments.

Councilmember Regan stated he met with staff last week and they talked broadly about the issue. They discussed the next step, which was figuring out how to gather traffic patterns and driver behavior data in town. He understood there was a lot of pre-pandemic information readily available, which should be quality data to use. He stated they were looking at how to get that data, how much it would cost, and how to fund it.

Councilmember Regan stated the second part of his initiative was parking and making spaces available to people when needed rather than long-term parking. He and staff had started that discussion, beginning with how other jurisdictions were handling it, and looking at best practices the town could use.

There was discussion amongst the Council, staff, and moderators about the priority items from the last Town Council Strategic Planning Initiatives meeting.

Following discussion about bringing DMV services to Herndon, the Council asked staff to provide additional information about a potential permanent DMV location in town.

The moderators reviewed the prioritization process that Council had adopted. Ms. Shedd said that a "yes" vote on an initiative meant moving the matter forward to invest staff time gathering data. The item could come back to the initiative's sponsor and/or to Council for additional feedback. Council would have the option to state that the initiative was not ready for staff and ask the sponsor to revise and resubmit the item. They could also say "no," do not spend staff time on the submitted initiative. Ms. Shedd stated the four initiatives from the last meeting did not have enough new information to require additional Council action that evening.

There was discussion amongst Council, staff, and the moderators about the prioritization process.

Councilmember Regan asked the moderators to provide Council with the minutes of this strategic planning meeting prior to the next one, so they could look back and understand what was done and what was left to do. Several Councilmembers supported that request.

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

DEFINING COUNCIL'S CRITERIA

Ms. Shedd had reviewed the Council's submitted initiatives for that night's meeting, and she thought that several items on the list could be handled in other ways or through an established process. She asked the Councilmembers to provide their internal criteria on what comprised a "strategic initiative."

There was discussion amongst Council, staff, and the moderators, where the Council provided their individual strategic initiatives criteria.

DISCUSSION OF SUBMITTED STRATEGIC INITIATIVES

Ms. Shedd reviewed the items that Council submitted to the Town Manager. She stated Councilmember Singh asked that they do not discuss the items he submitted as he could not attend that evening. She asked Council to consider matters that were more operational and should be taken off the list.

There was discussion amongst Council, staff, and the moderators about the submitted strategic initiative items and how they should be handled.

Councilmember Regan asked if the Town Manager could include the list of initiatives the Council had already considered in his email reminder prior to the next quarterly meeting.

REVIEW OF COUNCIL SUBMISSIONS PROCESS

Ms. Shedd briefly reviewed the submission process, which included:

- Councilmembers submitting and sponsoring an initiative ;
- Sponsor presenting a statement of the problem at the meeting;
- Sponsoring one initiative per meeting;
- Opportunities for Council questions, dialogue and initial staff comments; and
- Deciding at the meeting to "yes" move the matter forward; "revise and resubmit;" or "no," do not commit town resources to this item. A "no" did not mean the matter could not be brought back ever, but that it would not come back soon.

Ms. Shedd stated if an item were moved forward, staff would work on the initiative and discuss it with the sponsor. Then, it could become a work session discussion item, come back to a Town Council Strategic Initiatives Planning meeting, or go through another decision-making process.

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

There was discussion amongst Council, staff, and the moderators about the initiative submission process.

Following review and discussion, Ms. Shedd understood that the Council agreed on the process and that they wanted to be more flexible in restricting number of initiatives a Councilmember could submit. That evening, they would prioritize the initiatives that were submitted and planned to end at the scheduled time of 9:00 p.m.

Ms. Shedd asked for each Councilmember's top priority items, which were:

- Vice Mayor del Aguila: Increased Safety And Security;
- Councilmember Alam: Parks;
- Councilmember Dhakal: Compensation to boards and commissions;
- Councilmember Regan: Open Container Zones;
- Councilmember Friedrichs: Traffic calming; and
- Mayor Olem: agreed with her colleagues' submissions.

ACTION ON SUBMITTED STRATEGIC INITIATIVES

Increased Safety And Security
Vice Mayor del Aguila

MOVE IT FORWARD

Vice Mayor del Aguila presented a PowerPoint, which is on file in the Town Clerk's office. He outlined his initiative on increased safety and security for town residents.

Following discussion, Mayor Olem called the question on moving this item forward.

Ms. Tacci asked if there needed to be a motion on this item, and Lesa Yeatts, Town Attorney, opined it was not needed, but the Council had to be clear about their intent.

Ms. Shedd clarified that a "yes" vote would ask staff to research and come back to Council with the answers to their questions about safety and security, including what was named in Vice Mayor del Aguila's PowerPoint, and what had been added to the facilitator's chart that evening.

The matter was moved forward by a 6-0 roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Aye." Councilmember Singh was absent.

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

RECESS

At 7:11 p.m. Mayor Olem called a brief recess, and at 7:17 p.m., the meeting reconvened Herndon Police Department Community Room, all members present, except Councilmember Singh, who was absent, and with Mayor Olem presiding.

ACTION ON SUBMITTED STRATEGIC INITIATIVES

Parks

MOVE IT FORWARD

Councilmember Alam

Councilmember Alam outlined her proposal to address cleanliness in the town's parks.

During discussion, Councilmember Regan asked that the proposal to address the parks be "amended and expand(ed)...that this Council jointly writes a letter to the Fairfax County Board of Supervisors pointing out this problem in a place where 24,000 of their residents live and asking them to turn their attention to it."

Following discussion, Ms. Shedd stated that a "yes" vote would include asking Fairfax County to pay more attention to the cleanliness of their town parks; determining the costs for daily/weekly clean-up and signage; and to consider sending a letter for the Fairfax County Board of Supervisors to note the problem.

Mayor Olem called the question on moving this item forward, which carried by a 6-0 roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Aye." Councilmember Singh was absent.

**Compensation for the Town's
Boards and Commissions
Councilmember Dhakal**

MOVE IT FORWARD

Councilmember Dhakal outlined his proposal to consider increasing the compensation for the town's boards and commissions.

Following discussion, Ms. Shedd stated that a "yes" vote would ask staff to analyze current compensation for the town boards and commissions, including when that compensation was set, and comparable data from similar sized localities.

Mayor Olem called the question on moving this item forward, which carried by a 6-0 roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Aye." Councilmember Singh was absent.

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

**Traffic Calming
Councilmember Friedrichs**

MOVE IT FORWARD

Councilmember Friedrichs outlined several traffic issues in town and reviewed potential solutions.

Vice Mayor del Aguila said he covered this topic in his PowerPoint and referenced the page it was on.

William H. Ashton II, Town Manager, stated that the town's traffic calming guide was adopted in 2011 and the Traffic Engineering Improvement Committee has wanted to update it. In the guide, there were ways for neighborhoods to ask for traffic calming measures. If Council wanted to move this forward, he asked that the Council include updating the guide in its request to staff.

Following discussion, Ms. Shedd stated that a "yes" vote would ask staff for an update to the 2011 traffic calming guide and to look at solutions to deal with traffic issues like drag racing and speeding.

Mayor Olem called the question on moving this item forward, which carried by a 6-0 roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Aye." Councilmember Singh was absent.

**Open Container Zones
Councilmember Regan**

MOVE IT FORWARD

Councilmember Regan discussed potential open container zones in the downtown and other areas of town.

Vice Mayor del Aguila stated he had a slide addressing this in his PowerPoint and called attention to it. He called it the "Designated Outdoor Refreshment Area (DORA)."

Following discussion, Ms. Shedd observed that the Council had mentioned "mini festivals" a few times. She asked if this was part of this initiative or was it separate.

Vice Mayor del Aguila stated he had a separate slide on town mini festivals.

Responding to Vice Mayor del Aguila, Ms. Shedd stated that she understood these were separate ideas, although related. She stated that there should be time to review the mini festival initiative later that evening.

Following discussion, Ms. Shedd stated that a "yes" vote would ask staff to research what it would take to create open container zone(s), also known as "Designated Outdoor Refreshment Areas" (DORAs) in town.

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

Mayor Olem called the question on moving this item forward, which carried by a 6-0 roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Aye." Councilmember Singh was absent.

REVIEW OF NEW STRATEGIC PROPOSALS

Saturday Mini Festivals
Vice Mayor del Aguila

MOVE IT FORWARD

Vice Mayor del Aguila outlined his proposal for mini festivals, which was included in his PowerPoint presentation.

Following discussion, Ms. Shedd stated that a "yes" vote would ask staff to research the feasibility of holding mini-festivals in town; identify a viable structure for the mini-festivals; and look at streamlining the processes for organizing partners, like non-profits.

Mayor Olem called the question on moving this item forward, which carried by a 6-0 roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Aye." Councilmember Singh was absent.

RECESS

At 8:34 p.m., a brief recess was called. Ms. Shedd asked for Council to take a "working break," where during the recess, each Councilmember would initial three items on the moderators' charts to move forward as their top priorities.

At 8:41 p.m., the meeting reconvened Herndon Police Department Community Room, with all members present, except Councilmember Singh, who was absent, and with Mayor Olem presiding.

PRIORITIZATION OF INITIATIVES

Following the exercise where the Councilmembers initialed their top priorities, the Council agreed on the following list, which is provided in order of priority:

1. Traffic Calming;
2. Designated Outdoor Refreshment Areas (DORA);
- 3-4. Increased Safety and Security/Mini Festivals (tied);

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

5. Compensation for the Town's Boards and Commissions; and
6. Parks.

Ms. Shedd stated there were not any votes for the items that were carried over from the March 24 Town Council Strategic Planning Initiatives meeting. She provided comments about what the Council should expect at the next Town Council Strategic Planning Initiatives meeting.

ADJOURNMENT

On motion of Councilmember Friedrichs, seconded by Councilmember Dhakal, and carried by a 6-0 roll call vote, the meeting of the May 26, 2022, Town Council Strategic Planning Initiatives was adjourned at 8:44 p.m. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Aye." Councilmember Singh was absent.



Sheila A. Olem
Mayor





Amanda M. Kertz
Chief Deputy Town Clerk

Minutes approved by Town Council: September 13, 2022.

**May 26, 2022
(Town Council Strategic Planning
Initiatives Meeting)**

NOTE:

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