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**HERNDON TOWN COUNCIL
Strategic Planning Initiatives Meeting
Thursday, March 24, 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, March 24, 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;
- Councilmember Sean M. Regan; and
- Councilmember Jasbinder Singh.

Staff present during the meeting: William H. Ashton II, Town Manager; Lesa Yeatts, Town Attorney; Elizabeth Gilleran, Director of Community Development; Page Kalapasev, Director of Information Technology; Scott Robinson, Director of Public Works; Cindy Roeder, Director of Parks and Recreation; Viki Wellershaus, Town Clerk; Anne Curtis, Director of Communications; Dave Bracamonte, Systems Manager; and Amanda M. Kertz, Chief Deputy Town Clerk.

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CALL TO ORDER

Roll Call & Confirmation of Quorum

Mayor Olem called the March 24, 2022 Town Council Strategic Planning Initiatives Meeting to order at 6:00 p.m. and asked Chief Deputy Clerk to call the roll for attendance. Following the attendance, Mayor Olem confirmed there was a quorum present. All members were present, with Mayor Olem presiding.

COMMENTS FOR THE RECORD

Mayor Olem asked the Chief Deputy Clerk whether she had received comments for the record for that evening's agenda, and the Chief Deputy Clerk stated that comments received prior to December 2, 2021, have been re-entered into the record. Comments that were received December 3, 2021, to the present, have been entered into the record for tonight's meeting and were provided to Council and staff.

INTRODUCTION

Mayor Olem recognized William H. Ashton II, Town Manager, for comments.

Mr. Ashton recognized that evening's moderators, 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.

Ms. Dooley and Ms. Shedd led several group exercises to kick-off the meeting, which included goal setting and decision making.

There was discussion amongst the Council, staff, and moderators during the group exercises.

RECESS

At 7:10 p.m. Mayor Olem called a brief recess, and at 7:30 p.m., the meeting reconvened Herndon Police Department Community Room, all members present, and with Mayor Olem presiding.

REVIEW OF PROCESS

The moderators led several exercises to review and discuss the process for setting priorities for the strategic initiatives.

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

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DECISION PROCESS REFINEMENTS

Following clarification from the moderators, Councilmember Friedrichs moved to **APPROVE** the prioritization process that they had outlined, which was: to **replace** the previous process for prioritizing initiatives, which was approved on May 6, 2021 and subsequently clarified in writing on May 11, 2021. The process was revised as follows:

❖ GENERAL PROCESS FOR PRIORITIZING INITIATIVES

1. Each initiative must have at least one sponsor and the sponsor(s) shall ~~provide a brief written narrative that describes the problem(s) that the initiative would address~~ **submit a high-level initiative to the Town Manager approximately one week in advance of the next Town Council Strategic Initiatives Planning Meeting.**
2. **With their initiative, the sponsor(s) will identify a problem, and propose a set of solutions, emphasizing the impact on the community.**
3. The sponsor(s) shall present the narrative to the Council at a scheduled meeting followed by questions from Council and allow all councilmembers to ask questions.
4. The TM and Staff will ~~be permitted to make comments~~ **weigh in** on the administrative and fiscal feasibility of the initiative.
5. Council will then vote on the initiative ~~give it a priority (low, medium or high). If the vote is "yes," the initiative "moves forward" for further consideration in order of priority~~ **and there are three options for that vote:**
 1. **Reject the initiative;**
 2. **"Move it forward" with staff time associated with flushing out the idea, the problem, and set of potential solutions; or**
 3. **Return to the sponsor(s) to revise and resubmit.**
6. ~~All initiatives will be presented and voted on prior to proceeding on any one initiative so that a true priority may be created.~~ **If the Council votes to "move it forward" with staff time, the initiative would go forward as a work session item, or it could come back to a future Town Council Strategic Initiatives Planning Meeting for additional discussion.**

Motion seconded by Vice Mayor del Aguila.

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There were brief comments from Council.

The question was called on the motion, which carried by unanimous roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Singh, Vice Mayor del Aguila, and Mayor Olem voting "Aye."

RECESS

At 8:41 p.m. Mayor Olem called a brief recess, and at 8:51 p.m., the meeting reconvened Herndon Police Department Community Room, all members present, and with Mayor Olem presiding.

**Clarification following
the vote on General Process
for Prioritizing Initiatives**

Following the recess, Councilmember Regan stated that when Council voted on the process for prioritizing initiatives, there were two components that Council had discussed, but had not written on the board with the rest of the motion, which were:

- 7. If the Council votes to "move it forward," staff would inform the sponsor(s) about their research on the initiative.**
- 8. At any given Town Council Strategic Initiatives Planning Meeting, each Councilmember can bring forward no more than one item.**

Ms. Shedd stated that although the items Councilmember Regan listed were discussed, they were not captured on the board with the other changes. She wanted to make sure these changes were captured in the minutes.

With the concurrence of the majority Council, it was understood that items #7 and #8 (as listed above) were meant to be part of the motion to amend the process for prioritizing initiatives and they would be included in the revised policy.

PRIORITIZING AND SEQUENCING ACTION ON PRIOR APPROVED PROPOSALS

There was discussion amongst Council, staff, and moderators about the initiatives that the Council thought were top priorities.

Following input from the Town Attorney, who advised that the Council should vote on prioritizing initiatives for the record, Vice Mayor del Aguila moved to **ADOPT** the prioritization of the existing initiatives from previous meetings, which Council ranked as follows:

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The highest priority was given to:

1. Bringing DMV services to Herndon; and
2. Regional cut through traffic and improvements to parking and light timing.

The second-tier items were:

3. Make downtown development records public;
4. Single lot development plans; and
5. Community noise.

The following items were “tabled,” and the Council could consider bringing them back to the priority list at a future Town Council Strategic Planning Initiatives Meeting:

6. Recording Closed Meetings; and
7. Water Towers.

Motion seconded by Councilmember Friedrichs.

The facilitators clarified that “Outdoor Dining” had been listed on the agenda, but it was removed that evening because it had already moved out of the initiatives process.

There were brief comments from Council.

The question was called on the motion, which carried by unanimous roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Singh, Vice Mayor del Aguila, and Mayor Olem voting “Aye.”

REVIEW OF NEW STRATEGIC PROPOSALS

The moderators indicated that this was the portion of the agenda to discuss new proposals and discuss how to go forward, following the prioritization process Council had adopted.

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**Moving the farmers' market
to the weekend
Vice Mayor del Aguila**

DISCUSSED

Following discussion amongst Council and staff about moving the farmers' market on Lynn Street to a weekend day rather than during the week, the Town Manager advised he would discuss this with Fairfax County, the agency that runs the farmers' market in the town.

**Changing Town Council Terms
Councilmember Dhakal**

**MOVE IT FORWARD
*see below**

In response to Councilmember Dhakal's question on this initiative for Town Council terms, the Town Manager indicated that staff had provided analysis as part of the May 6, 2021 Strategic Planning Initiatives Meeting, but the Council had not voted on the initiative. Councilmember Singh stated he proposed this initiative last year.

The Town Attorney indicated that any revision to the Town Council's terms would require a Town Charter change, which would have to be part of the town's legislative program that goes to the General Assembly.

The Town Manager stated that he could recirculate staff's analysis for the Council to consider and refine their ideas.

Following input from the facilitators, the Town Attorney advised that this item should come back to a Town Council Strategic Planning Initiatives Meeting, because the Council had not voted on it.

Vice Mayor del Aguila asked if they could vote on it now, and the Town Attorney replied that they did not have all the information.

The Town Manager stated that if the Council discussed this initiative in August, they would still be well in advance of the next General Assembly session. The Town Attorney agreed.

Responding to queries from Councilmember Dhakal about the process, the Town Attorney stated that any Town Charter change needed an individual ordinance adopted at a public hearing. This was a different process from changing the date of the election.

Following queries from Councilmember Regan about bringing this item to a work session, Julie Shedd, one of the facilitators, stated that Council had brought it to the Town Council Strategic Planning Initiatives process, even if they did not vote on it.

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The Town Attorney stated this could go to a work session agenda if the Council gave direction to staff.

Following discussion and with the concurrence of the majority of Council, staff was asked to resend the analysis from May 2021 and then to bring this forward as a work session discussion item. Following discussion, the Council would decide how to proceed.

Additionally, the Town Manager stated he and the Town Attorney could work out a timeline for Council.

Vaccine Clinic
Councilmember Alam

Action on
Vaccine Clinic

MOVE IT FORWARD

Following discussion amongst Council and staff on a vaccine clinic, Councilmember Alam moved to “**move it forward**,” asking staff to prepare for implementation of a vaccine clinic in the town, so it would be ready if and when it was needed.

Motion seconded by Vice Mayor del Aguila.

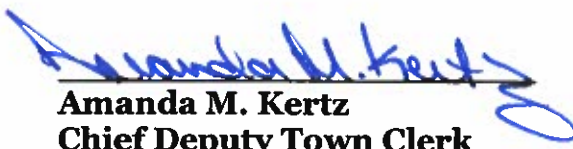
There were brief comments from Council.

The question was called on the motion, which carried by unanimous roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Singh, Vice Mayor del Aguila, and Mayor Olem voting “Aye.”

ADJOURNMENT

On motion of Councilmember Friedrichs seconded by Councilmember Regan, and carried by a unanimous roll call vote, the meeting of the March 24, 2022, Town Council Strategic Planning Initiatives was adjourned at 9:43 p.m. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Singh, Vice Mayor del Aguila, and Mayor Olem voting “Aye.”


Sheila A. Olem
Mayor


Amanda M. Kertz
Chief Deputy Town Clerk



Minutes approved by Town Council: June 14, 2022

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NOTE:

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