



CITY OF DUNWOODY

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www.dunwoodyga.gov

MEMORANDUM

To: Mayor and City Council
From: Warren Hutmacher, City Manager
Date: January 19, 2010
Subject: **City Council Retreat**

Our annual City Council Retreat is fast approaching. As you are aware, an elected official's retreat is an invaluable tool to hold meaningful dialogue to formulate plans and strategies for the upcoming year. This year's retreat is scheduled in Franklin, Tennessee (Sunday, January 31st – Monday, February 1st).

Why Franklin, Tennessee?

In FY 2010, the City will be moving forward with an extensive and exciting redevelopment planning process for Dunwoody Village (and Georgetown/North Shallowford). Staff has been researching communities that can offer Dunwoody valuable lessons regarding successful community development. Franklin is a progressive and successful example of many of the defining challenges facing Dunwoody in the next year. Efforts to revitalize their downtown are evident in the investment the Mayor and Board of Aldermen have made in streetscapes, public spaces, parking garages, street signs, festivals, and the location of their municipal complex. Franklin also has a trolley that connects their downtown to their Cool Springs Galleria (regional mall). Franklin's Mayor and Board of Aldermen have also incorporated bicycle, pedestrian and alternative transportation methods. Franklin has shaped their downtown into a destination that complements rather than competes with Cool Springs Galleria, Franklin's thriving regional mall. Many ideas, concepts and on the ground examples will provide valuable learning experiences.

What makes Dunwoody and Franklin similar?

Franklin and Dunwoody have many parallels. Located roughly 20 miles outside of Nashville, Franklin, like Dunwoody, is a suburb of a major metropolitan city. Franklin's population and demographics mirror Dunwoody in that they are highly educated (33% with bachelor's degrees and 15% with graduate degrees) and relatively affluent (average household income \$80,778). As with Dunwoody, Franklin has made a conscience choice to maintain its thoroughfares as two-lane roads and preserve their existing neighborhoods and single-family homes that surround downtown.

Will we still have time to have a “traditional retreat”?

The retreat will include a full day retreat in Franklin facilitated by Walt McBride, Public Service Associate, Carl Vinson Institute of Government, University of Georgia. The Mayor and Council set the agenda for the retreat.

What will we do in Franklin?

Staff has visited Franklin and has met with the planning and development staff for the City of Franklin. A guided tour of the downtown and meetings with Franklin officials are planned. Additionally, meetings are being coordinated with the Franklin Business Association and Heritage Foundation. There is no substitute to seeing the progress on the ground and meeting with the leaders who have shaped the many successes in Franklin.

What will this cost?

An average retreat will cost a community around \$2,500. An off-site retreat is more expensive. However, some of the retreat costs are constants that would remain if the retreat were conducted in Dunwoody such as renting facilities, meal expenses, and bringing in a facilitator. With the added expense of travel and a second day of meetings, this retreat will cost around \$6,500. The expenses will be paid from existing departmental travel budgets Council expense accounts (\$750 per member).

Who will be attending and is this open to the public?

Staff is recommending that the Mayor and Council attend the retreat along with the City Manager, City Clerk and City Attorney. The retreat is a public meeting and our citizens and the media are invited to attend. The retreat will be recorded and shared live via streaming video. The results will be published and shared with the public on our website.

In summary:

Many interesting parallels will infuse our retreat with benefits that could not be obtained by staying within the City. Our citizens expect us to be innovative. By learning from successful cities outside our normal purview, we can gain insights into their success with their downtown and help us plan for our future successes.



Ken Wright – Mayor
Denis Shortal – City Council Post 1
Adrian Bonser – City Council Post 2
Tom Taylor – City Council Post 3
Robert Wittenstein – City Council Post 4
Danny Ross – City Council Post 5
John Heneghan – City Council Post 6

Warren Hutmacher – City Manager
Brian Anderson – City Attorney

FOR IMMEDIATE RELEASE

Media Contact: Edie Damann, Marketing & PR Assistant, 678.382.6712

Dunwoody Prepares for Annual City Council Retreat

Sunday, January 31st – Monday, February 1st

Dunwoody – January 14, 2010 – The Mayor and City Council of the City of Dunwoody prepare to embark on their annual City Council Retreat. Key city staff will join Mayor and Council in a two-day retreat of meaningful dialogue to formulate plans and strategies for the upcoming year.

The retreat will be held in Franklin, Tennessee, located roughly 20 miles outside of Nashville. The Franklin retreat will include added learning opportunities and tangible examples for Dunwoody to use as the City prepares to formulate redevelopment plans for the Dunwoody Village and Georgetown areas. Franklin's successful balance between their regional mall, Cool Springs Galleria and their destination downtown will aid Dunwoody in strengthening the harmonious relationship between the Perimeter Center and Dunwoody Village areas. As with Dunwoody, Franklin has made a conscience choice to preserve their existing neighborhoods and single-family homes that surround downtown and other commercial nodes.

“Interesting parallels will inform the retreat with benefits that could not be obtained by staying within the City,” said City Manager Warren Hutmacher. “Holding the retreat in Franklin will allow us to gain insights into their success helping commercial areas thrive while preserving single-family homes and help us plan for our future successes.”

“Dunwoody is in a very unique position as Georgia's newest city,” said Mayor Ken Wright. “Current economic conditions increase the importance of our ongoing Comprehensive Land Use Plan and upcoming Master Plans for the Dunwoody Village and Georgetown areas. Combining our retreat with a site visit to Franklin, Tennessee will better prepare us for these efforts to shape Dunwoody's future in not just these areas but throughout the entire city.”

Staff planning for the retreat is currently underway. Preliminary plans include a full day City Council strategic planning conference facilitated by Walt McBride, Public Service Associate, Carl Vinson Institute of Government, University of Georgia. The second day will include a guided tour of the downtown and meetings with Franklin officials.

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The strategic planning retreat will be held at the Hilton Garden Inn, 9150 Carothers Parkway, Franklin, Tennessee, 37067 on Sunday, January 31st. Additional meetings will be held at Franklin City Hall, 109 3rd Avenue South, Franklin, TN 37064 on Monday, February 1st.

The retreat is a public meeting and our citizens and the media are invited to attend. The retreat will be recorded and shared live via streaming video. The results will be published and shared with the public on our website.

For additional information, questions or concerns regarding the annual City Council Retreat please contact Kimberly Greer, Assistant to the City Manager at 678-382-6700 or by email at Kimberly.greer@dunwoodyga.gov.

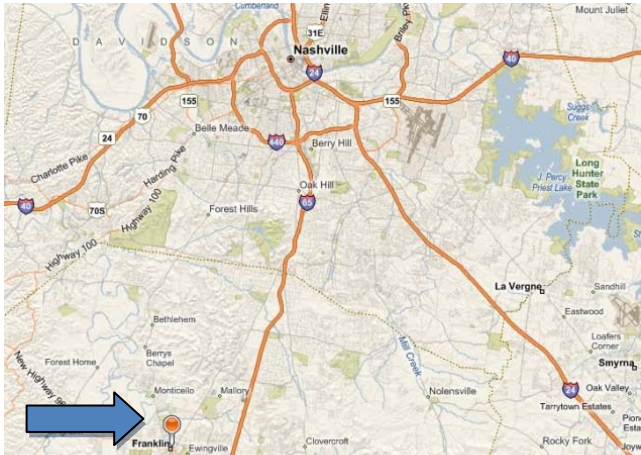
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About the City of Dunwoody, Georgia - Dunwoody is a city located in metro Atlanta, in northern DeKalb County, Georgia. Dunwoody officially incorporated as a city on December 1, 2008. The City of Dunwoody will provide quality service to its citizens and support the largest economic engine in the Southeast by planning in a careful and thoughtful manner. The City of Dunwoody will be inventive, transparent and embrace responsible progress, tempered by the city's rich history and strong desire to maintain a close and vibrant community atmosphere that values family life and the entrepreneurial spirit. The City of Dunwoody will continue to support and nurture a community dedicated to the preservation of family, education, religious institutions, and the environment.

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Franklin, Tennessee



Located in metropolitan Nashville (20 miles south)



Franklin Trolley – connecting downtown and mall



Downtown Franklin



Downtown Franklin



Franklin Mall



Public Green in downtown Franklin



Downtown Franklin



Franklin Mall



Franklin Mall area



New Residential development – just outside main downtown