

Winter
Weekly

Reader

Volume 9, Issue 23, January 26, 2012

The Plano Rotary Club
www.PlanoRotary.com



CHIEF CHEERLEADER

UPCOMING MEETINGS

- 1/26 Plano ISD Teacher of the Year Award
2/2 House and Senate Candidates' Forum

JANUARY BIRTHDAYS

- 1/1 ... David Hammel
1/5 Jo Via
1/8 ... James Anderson
1/12 Jerry Curtis
1/15 ... David McWhorter
1/17 Jerry Aris
1/17 ... L. B. Showalter
1/19 Sherman Millender
1/20 ... John Brodhead
1/21 ... Alan Feigenbaum

PHOTOGRAPHER Randy adjusts his camera settings for the lighting in the hall before every meeting. He sets flash off, automatic white balance, and a high ISO. Then he fires off a few shots to make sure that the settings are accurate for the environs, and **Sainted Editor** often gets in the way of his lens because Randy sits at his table. It's clear, from this photo, that **Sainted Editor** is contemplating some mischief, as is his wont. Perhaps he's relishing the opportunity to gig the Mayor. But unlike **Mayor Akers** (who once threatened to kill a program near and dear to **Sainted Editor** in retaliation for a perceived affront), **Phil** can take the teasing in stride. It might have something to do with their relative levels of confidence.



President John (Prince of a Fellow) triple-struck us to order at 12:15, calling upon District-Governor-in-Waiting **Ean Sullivan** (can't come too soon for **LB THE RADIANT**) for the Invocation of the Deity and **Gerald Brence** for the Pledge of Allegiance, subdued in **Scary Bob's** absence. **John** thanked **Rick Horne** and **Alice Hobbs** for Greeting.

SERGEANT SKIP welcomed Dame Rotarian (the alternate to Fellow Rotarian) and indeed **ROTARIAN OF THE YEAR**, **Terri Green** of the



Frisco Noon Club. He also bade us greet **Paul Huang** (*Sunrise*) and **Mike Dyer** (no relation to the Mayor but an acquaintance).

John acknowledged a Birthday Check from **LB THE RADIANT** that confirms his position as "he continues to increase the average age of the Club."

Mark Johnson came to the podium to announce resumption of the **Dentistry with a Heart** Program at **Lone Star Crossing** on Friday, **March 30**, beginning at **6:30 am** ("O-dark 30") for the most dedicated of the volunteers. So he invited the Club "to do what we do," and volunteer for shifts throughout the day until it wraps up at 3 pm. Last time the program served over 250 people with an estimated **quarter million dollars** (!) worth of dental services. This year, patients will be quartered in the nearby Methodist Church and chauffeured to **Lone Star Crossing** in vans donated by **Ray Huffines**. Expect to see an email from **Lynette** about volunteering or just contact Mark.



Randy asked Mark if, as a volunteer, he'll be doing extractions, but Mark declined such a generous offer in favor of having Randy shepherd patients as last time.



CAPTAIN KIRK ascended the podium to a chorus of weak claps and said, "The market is up 5%; I deserve better!" as if he tweaks the Dow. He announced the implementation of a member survey that was on our tables and soon to be in our emails. The Executive Committee needs it returned within two weeks so that answers can fuel a 5-year Strategic Plan to be reported to the Board and the membership.

Motivation for such analysis is the attrition in the rolls, dropping us from 118 to 106. Of course, asking people who stick around for the motivation of those who leave is anti-intuitive, but we haven't implemented an Exit Interview. So finding out why the next defectors are



EVERY
ROTARIAN
EVERY
YEAR

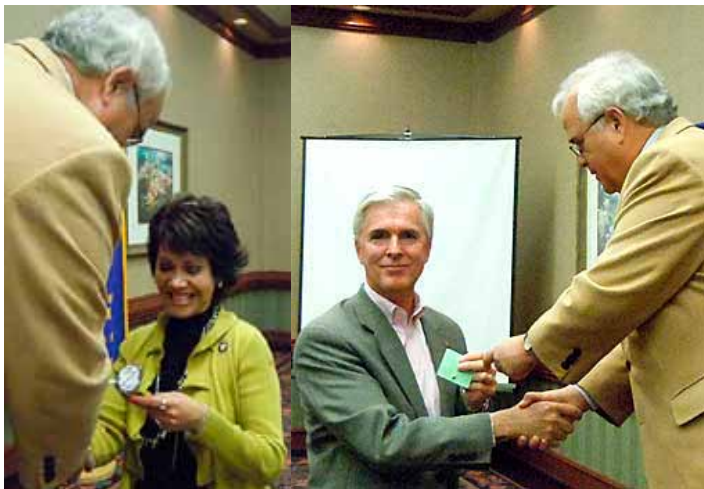
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disenchanted is the fallback position. We're to be asked open-ended questions about the Club, its activities and venue. And we can answer cowardly anonymously if we like.

John asked **LB THE RADIANT** to comment upon the 5810 proposal recently in our emails from Lynette. We are to vote upon sending the proposals forward to District in "a couple of weeks." **LB** invited questions, once we'd read the proposal, so we'll understand what's at stake (open election procedures and transparent fiscal transactions). He hinted that the recently amended election of Governor is flawed with smoke-filled room overtones. Someone asked if Ean's election was assured, and **LB** said, ambiguously, "We're working on that."

Prince John mentioned that volunteers are needed for the **RYLA Scholarship** review. It will result in a **\$2,500 award** to some deserving candidates, and we are welcome to be a part of that. See John.

Perfect Attendance pins are awarded to **Lissa Smith (2)** and **Rick Kasmiskie (17)**.



Chuck Morgan took to the lectern to introduce the day's speaker, who needed no introduction, Mayor Phil Dyer. Chuck gave a tongue-in-cheek approach to the task, "In 1998, he somehow was voted **PLANO CITIZEN OF THE YEAR**. If that were not astounding enough, 11 years later in 2009, he was elected by those same people to be their Mayor." Then Chuck ticked off Phil's accomplishments:

- ☐ AT&T Cotton Bowl, Director
- ☐ Planning & Zoning, Chairman
- ☐ United Way of Plano, Chairman
- ☐ American Red Cross of Plano, Chairman
- ☐ Plano Community Home, Chairman
- ☐ Chamber of Commerce, Chairman
- ☐ Balloon Festival, Chairman
- ☐ Hope's Door, Chairman, and
- ☐ Medical Center of Plano Board, Chairman

Then there was his abortive attempt to take over the *Boy Scouts of America*, but the less said about that, the better.

Phil said, "The State of the City is **good**." This was to foreshorten anxiety occasioned by the various current economic crises. He touted Plano's national accolades as the



Safest City, Best Place for Women's Health, and (oddly) **iPad Friendly**. (Apparently the latter is based upon "the number of Apple and Best Buys stores per capita and percentage of households that own tablets, notebooks, or laptops." But Plano rose above San Jose because of "the offices of Dell, Ericsson, and Hewlett-Packard.")

http://www.menshealth.com/best-life/ipad-cities
So "the City is not going down the tubes" even with the retirement of **Doug Otto** as PISD Superintendent.

By this time, **Sainted Editor** had managed to start up the projector, so Phil turned to his first slide, a busy organizational chart of City Government. He noted that the elected officials get to hire only the City Manager, the Municipal Judge, and the City Attorney; the rest of City Staff is the responsibility of City Manager **Bruce** (Mr. Clean) **Glasscock**, Plano's CEO. So ours is "not a strong Mayor form of government." And Phil doesn't "run the school district!"

The City is divided into four districts, balanced so that there exists no more than a 4% difference in populations. Of the eight City Council members, four come one each from the districts while the remaining four are at-large. However, every voter votes on all eight. And once installed, they face the thankless task of managing a \$410 million budget (2011-12). It is especially thankless in an **Era of Budget Cuts**, since oxen must be gored.

General Revenue gets filled with the likes of *Ad Valorem* taxes, franchise fees, fines, permits, and (with a nod to **Jamee Jolly's** motto, "Shop Plano 1st") sales taxes. Phil's pie chart demonstrated that 1/3 of revenues come from property taxes, another 1/3 from sales tax, and everything else fills out the total. Some of the latter includes the Hotel-Motel tax, the Golf Course fund, Water and Sewer, and the Recreation Fund. (**Tom Muehlenbeck's** Center almost pays for itself.)



Phil "salutes Bruce and the Council" for balancing the budget in the face of a \$14M deficit this year and an anticipated \$11M next. They've cut \$39.5M from City expenditures since 2008. Those come from the loss of 142 full-time and 22 part-time jobs by attrition rather than layoffs. (That's probably a moot point with the departments missing the help.)

70% of expenses are in salaries and benefits, and an additional 19% in services outsourced (but not overseas).

Phil showed that the sum of assessed values of property in Plano maxxed out at \$26.7B in '09 and has been falling since. With it have fallen taxable values but they have turned around this year. Likewise, sales tax fell from a high of \$62M in '08 to only \$57M this year. That reflects the slowdown in home building, but it is balanced off by more commercial development.

Of the \$203M general fund, 65% goes for public safety, reflecting Plano's interest in retaining *Safest City* standing.

Capital improvements have declined from \$125M to \$89M, and there have been no new bond elections.

Phil had a more sanguine story to tell as regards economic development. Funded by a 2¢ increase in the property tax rate, it recruits and retains businesses which end up paying more than they consume in City services, subsidizing residences in the process. Beyond that simple fiscal advantage, they create new jobs and diversify the economic base, according to the Mayor.

The 2¢ was necessitated by the loss of half the City's share of sales tax to **DART**. Cities, like Frisco, which have eschewed cooperation with **DART**, have its 1% return to buy business loyalty. They bribe; we incentivize, and we do so 40% in Legacy



with the rest spread out over the City. It has resulted in the largest telecomm companies headquartering here. But the City also boasts financial services, information technology, electronics, digital media, as well as manufacturing. 32 of the "incentives" go to small businesses (fewer than 100 employees).

Phil directed us to the PEDB website:



<http://www.PlanoTexas.org>

He went on to crow about Plano's AAA bond rating, its place in the *Top 100 Literate* communities, one of *10 Best Places to Grow Up*, among the *Best Cities for Jobs*, and (appropriate to the Geriatric Club of Plano) the *Best Places to Retire*.

Accreditation agencies also recognize Plano merits. We have one of only two accredited Building Inspection units in Texas. We are the only city in the USA accredited in ambulance service, fire department, and with an ISO-1 emergency rating. Our police and fire departments are regularly called upon to train others in Public Safety.

The annual taxes on the average \$245K dwelling in Plano (wow... somebody isn't holding up his end) are less than \$1K (to the City), making it less than "the cable or cell phone bill." That's to be compared with a whopping \$1,700 in Fort Worth.



Phil opened the floor to questions from anyone not named

FLANNERY. Patti Schwartz asked about using the reserve funds to balance the budget. Phil said those were for *unanticipated* crises; a budget shortfall is an anticipated one. That \$45M reserve is one thing that preserves our AAA rating.

Cary Israel asked about the influence of health care costs in the City budget. Phil ducked that with "That's a question for the CEO." Bruce noted that he'd "met with CIGNA yesterday" to talk about cost containment, but he said that he had no idea where health care costs are going in 2013. Cary admitted he didn't know either.

Prince John admitted to having grown up in Stockton, California, now identified as "the most miserable city in the country" (now that he's left).

Jamee Jolly noted a changing of the guard at the Chamber, "*Ussering out old President, and ushering in the new.*" (Or at least that's what John heard.)

FLASH piped up that he read today yet another City accolade: that of being the Best Managed City, a tribute to Bruce Glasscock (and Tom Muehlenbeck), "*both members of the Flagship Rotary Club.*"

Jamee also noted our Candidate Forum on February 2nd that will start a half hour early at 11:30 am.

Prince John led us in the Four-Way Test and tripled belled us closed at 1:03.



Guests & Visiting Rotarians

GUEST: NONE	GUEST OF:
VISITING ROTARIAN TERRI GREEN PAUL HUANG MIKE DYER	HOME CLUB FRISCO NOON PLANO SUNRISE RICHARDSON

Member NEWS

AWARDS: Harold Sullivan Award Randy Wright Athena Award Rebecca Caso Fred Moses Award Richard Butterfly Business Executive of the Year Gary Base	Kersey Can Holder: Vance Bryson Citizen of the Year: Beth and Duncan Webb Rotary Make Up Website: www.rotaryclubone.org New Member Proposals: Jayson Killough Classification: YMCA "Community" Proposed by: Rick Maucieri
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**Know someone who would
make a great Rotarian?**

**Invite them to be your guest
at Rotary!**

The 4 Way Test:

Of the things we think, say, and do:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?

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