



**Meeting Minutes
City Council**

Friday, January 11, 2019

8:30 AM Hilton Garden Inn, 2131 N IH 35, San Marcos, TX 78666

City Council Visioning Session

I. Call To Order

With a quorum present, the visioning workshop of the San Marcos City Council was called to order by Mayor Hughson at 8:30 a.m. Friday, January 11, 2019, in the Ballroom of the Hilton Garden Inn, 2131 N IH 35, San Marcos, TX 78666.

II. Roll Call

Present: 7 - Mayor Pro Tem Lisa Prewitt, Council Member Saul Gonzales, Council Member Melissa Derrick, Mayor Jane Hughson, Council Member Ed Mihalkanin, Council Member Joca Marquez and Council Member Mark Rockeymoore

1. Hold discussion and participate in Fiscal Year 2019-2020 Visioning Workshop, topics discussed may or may not include or be limited to: growth, quality of life, economic development policies, transportation, community partners, outreach, future infrastructure and facility needs, beautification and community enhancement, enhancement of core services including future staffing and personnel needs, flood mitigation strategies, and provide direction to Staff.

Mayor Jane Hughson provided a welcome and introduced Ms. Robena Jackson with RJW Group Solutions. Ms. Jackson introduced her co-facilitator, Ms. Marie Crane

Ms. Jackson reviewed what the Council Members had provided to her within the interviews they had with her prior to the workshop.

Ms. Jackson reviewed the objectives for the visioning workshop:

- 1) Reach Council Agreement on strategic priorities for 2019 and beyond.
- 2) Reach agreement on a set of desired 2019 outcomes
- 3) Discuss what happens to today's work and in what form Council will see it again.

Council was in agreement that the objectives provided.

Ms. Crane provided the Council with the potential ground rules for the visioning session.

Council and Staff provided introductions and what they were most proud of that was accomplished in 2018.

Mr. Bert Lumbreras, City Manager, provided an update on the key priorities within the FY18 Strategic Initiatives and the Comp Plan goals.

Mr. Lumbreras provided a brief presentation in review of the Council's 2018 strategic initiatives.

Workforce Housing was noted as 56% completed.

Public Transit was noted as 54% completed.

Mayor Pro Tem Prewitt ensured that Dr. Marquez and Council Member Rockey Moore understood that the Completed Coordinated Transit Plan (CTP) Study Phase I is in cooperation with Texas State University.

Stormwater Management was noted as 57% completed.

Community Partnerships was noted as 70% completed.

City Facilities was noted as 53% completed.

Mr. Lumbreras then reviewed the Comprehensive Plan goals

Council provided consensus to move the following 2018 Strategic Initiatives along to 2019: Workforce Housing, Public Transit, City Facilities.

Ms. Jackson asked the Council to provide her their top priority for 2019.

Four Council Members mentioned Workforce Development was their top priority

Other comments included: downtown revitalization (parking, business diversification), responsible development, community building (year of the city)

Discussion was held about community building or "The Year of the City."

Discussion was held regarding responsible development and directing developers to specific areas in town related to their product. It was mentioned that with the Comp Plan, Preferred Scenario Map and adoption of our new Land Development Code the Council is able to help guide this and able to provide some predictability.

Council provided their next priorities.

Following discussion Downtown as a priority had Council consensus.

Discussion was held regarding community building and neighborhood involvement. Mr. Lumbreras provided that this could come back to a work

session on Neighborhood Enhancement.

Discussion was held regarding the utilization of the Greater San Marcos Partnership solely as the project lead for the Workforce Development initiative.

Ms. Jackson reconfirmed that the Council was good with adding Downtown and Workforce Development.

Council provided consensus that they were good with the two as priorities.

Ms. Jackson opened the topic of Public Transit.

Discussion was held regarding changing the title from Public Transit to Multi-Modal Transportation and public transit being a piece of that initiative. Pete Binion, GIS Transit Analyst, provided the Council with a transit overview. Mr. Lumbreras addressed walkability and connectivity infrastructure needs.

Ms. Crane moved the discussion along to workforce housing.

Stacy Brown, Housing and Community Development Manager, reminded the Council that they had previously directed Staff to establish an Emergency Housing Rehabilitation Program and that it should be added to the outcome list. The outcome list includes: Prevent displacement, Long term affordability & Home ownership.

Council provided consensus to adopt the current outcomes and to include the establishment of an Emergency Housing Rehabilitation Program as a strategy. Council also provided consensus regarding keeping the name of Workforce Housing.

Council agreed to continue with the existing three outcomes for City Facilities and also added a fourth new outcome: Identify opportunities for land and/or facility acquisition.

The Council began to discuss the outcomes for their new initiative of Workforce Development.

Discussion was held regarding the desire to have a resource center on the east side of town to facilitate opportunities for job training for residents. Discussion was held regarding Incentivizing the hiring and advancing within a company. Discussion was held regarding workforce development from "cradle to workforce" pipeline.

Discussion was held regarding taking an inventory of resources being offered by local faith-based communities and others.

Discussion was held regarding addressing dropout rates and youth aged between 14-24 getting GED's.

Discussion regarding an inventory of what already exists within the University, School District and within the community.

Discussion was held regarding Austin Community College leaving San Marcos.

Discussion was held regarding facilitating opportunities for job training for San Marcos residents.

The Council began to discuss the outcomes for their new initiative of Downtown.

Discussion was held regarding business recruitment to the downtown area.

Discussion was held regarding limiting the number of bars downtown.

Discussion was held regarding getting diversified housing in the downtown area.

Discussion about "looking better" specifically when a building is vacant.

Discussion regarding revisiting our ordinances related to code compliance.

Discussion was held regarding the Main Street program and their role.

Discussion regarding increasing parking in the downtown area, traffic and accessibility.

Discussion was held regarding downtown bars and related issues.

Discussion was held regarding the addition of a police substation downtown.

Discussion was held regarding activating public spaces for community building.

Discussion was held regarding connectivity between downtown and the river.

Discussion was held regarding the development on Guadalupe Street.

Council requested that Defining the Downtown Area be added to the "parking lot list" to be discussed later.

Discussion was held regarding one-way/two-way downtown.

Discussion was held regarding increasing retail, office space and vitality by increasing the visual appeal - look and feel of downtown.

Staff asked Council what they are looking for related to the Downtown strategic initiative (Increase Visual Appeal).

Discussion was held regarding reminding the downtown businesses of their responsibility to aid in cleaning around their business.

Discussion regarding next steps of what happens to today's work and in what form council will see it again.

Mr. Lumbreras reviewed the items that Staff will be bringing back to Council for further discussion:

- **Update on Community Partnerships by staff (monthly or quarterly) plus updates on other Council committees.**
- **Update on Stormwater Engineering Study (what are we using moving forward?).**
- **Update on Workforce Housing Task Force, once they create three themes related to Emergency Repair initiative**
- **Work Session on Improving and enhancing community City events to create cohesion.**
- **Work Session about long term plan for Blanco River. Laurie suggested that staff could improve state and regional solutions by pursuing Federal dollars, for example the Blanco River Project.**
- **Work Session about ‘Year of the City’ and competing for awards.**
- **Defining the Downtown Area**

The Strategic Initiative for 2019 are:

Workforce Housing

Multi-Modal Transit

Facilities

Workforce Development

Downtown

Staff will bring the Strategic Initiatives strategies and tasks to a work session in late February, and bring for adoption first meeting in March.

Mr. Lumbreras and Mayor Hughson made closing remarks and thanked Ms. Jackson and Ms. Crane for keeping everyone on task, thanked Staff for all that they do, and thanked the Council for making our community better.

III. Adjournment.

Mayor Hughson adjourned the Visioning Workshop of the San Marcos City Council at 3:43 p.m.

Jamie Lee Case, City Clerk

Jane Hughson, Mayor