



New City Hall Update & Hopkins City Center Steering Committee Appointment Process

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Agenda

- Committee Purpose & Membership
- Recommended Committee Makeup & Process
- General Public Engagement
- Council: Feedback on committee makeup & appointment process



Committee Purpose & Membership

- Provides guidance and feedback throughout process
- Advisory role
- Members attend public engagement opportunities and share news on project
- Membership should be diverse and reflective of residents of San Marcos
 - Invested in the future of San Marcos
 - Sincere interest in project
 - Ability to make time commitment



Recommended Committee Makeup & Process - *Staff recommendation, open for Council discussion and deliberation*

- Each Councilmember appoints 2 members, plus the addition of the Mayor and 1 Councilmember
- Goal is for committee to be diverse and reflective of San Marcos community



Recommended Committee Makeup & Process - *Staff recommendation, open for Council discussion and deliberation*

- San Marcos residents and partners that are reflective of the community, in areas such as:
 - Diversity within identities, lived experiences, and/or networks
 - Inclusive of communities underrepresented in the City's engagement and outreach
- San Marcos communities most impacted by a new City Hall and Hopkins City Center



Recommended Committee Makeup & Process - *Staff recommendation, open for Council discussion and deliberation*

- San Marcos resident living in Rio Vista neighborhood
- Community partners and collaborators
 - Examples include Chamber of Commerce, Texas State University, San Marcos River Foundation, Greater San Marcos Partnership, and Downtown Association, Downtown Association
- Business leaders and/or member of Downtown Association
- Member of Planning & Zoning Commission



Recommended Committee Makeup & Process - *Staff recommendation, open for Council discussion and deliberation*

- Recruitment process for the Steering Committee offer a mix of traditional and tailored bilingual strategies
 - Traditional methods to recruit committee members
 - Examples include bilingual social media, website, email, videos
 - Additional outreach tactics to ensure recruitment is accessible and available to all members of community
- Recruitment window be no shorter than 30 days to allow adequate time for promotion of committee and for interested community members to apply, and materials in multiple languages



General Public Engagement Process

- Robust, accessible and convenient
 - Multiple methods to engage - in person, virtual, website, survey
 - Informational, and opportunities soliciting feedback
 - Clearly show how feedback considered and integrated into overall project scope
- Committee may provide feedback on engagement strategy, and invited to participate and actively lead in engagement efforts



Next Steps

- Receive Council direction on committee composition
- Launch recruitment and application
- Place an item on future agenda to appoint members



Discussion & Questions