



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Meeting Minutes City Council

Wednesday, December 12, 2018

3:00 PM

City Hall Conference Room

630 E. Hopkins - Work Session

I. Call To Order

With a quorum present, the work session meeting of the San Marcos City Council was called to order by Mayor Hughson at 3:00 p.m. Wednesday, December 12, 2018 in the City Hall Conference Room, 630 E. Hopkins, San Marcos, Texas 78666.

II. Roll Call

Council Member Gregson was absent.

Present: 5 - Mayor Pro Tem Lisa Prewitt, Council Member Saul Gonzales, Council Member Melissa Derrick, Mayor Jane Hughson and Council Member Ed Mihalkanin

Absent: 1 - Deputy Mayor Pro Tem Scott Gregson

PRESENTATIONS

1. Receive a Staff Presentation regarding Social Services Funding and Youth Initiatives Funding, and provide direction to Staff.

Mr. Bert Lumbreras, City Manager, provided the Council with a brief introduction regarding Social Services Funding and Youth Initiatives funding. He explained that Staff wanted to get feedback to help structure the City Council's philosophy in regards to how the Council wanted to look at funding these programs in the form of a formal Council policy.

Ms. Melissa Neel, Assistant Director of Finance, provided the Council with an overview of the presentation.

She provided that staff will review the Council's philosophy regarding Social Services & Youth Initiatives programs and budget policy, and suggest ways to address transparent and clear funding processes. Staff will be inquiring if the policy should address overhead costs vs programmatic costs of the funded agency and propose solutions to minimize duplication of services. She explained that Staff will also seek Council direction on proposed policy for the FY2021 Budget.

Ms. Neel reviewed the Council's current process where funding is approved by Council in the following amounts:

Social Services \$ 500,000, allocations recommended by the Human Services Advisory Board (HSAB)

Utility Assistance \$ 120,000, allocations paid via 3rd party, Community Action Youth Initiatives \$ 70,000, allocations provided via the San Marcos Youth Commission on Children and Youth, but confirmed by Council.

Ms. Neel reviewed the 2013 needs assessment that was conducted by the HSAB. The survey was conducted by Texas State University. The top priorities for action included: Coordinate all services, networking, health care, housing assistance, affordable housing, knowledge and outreach.

The survey noted the following barriers to services: Lack of community awareness of services, lack of local media (non internet), transportation, language. The survey also provided areas for improvement: City wide vision for social services, collaboration across agencies, transportation, workforce housing, community outreach, health care.

Ms. Neel reviewed the potential benefits of the proposed program structure. She provided that Staff would really like to have a program that was focused on outcomes, encourages collaboration among agencies and community outreach, provides equitable distribution of funding, and requires data management and reporting.

Ms. Neel explained that part of the proposed program would be to create Strategic Plan covering a holistic platform for Youth Initiatives and Social Services programs structured by self-sufficiency goals (individual needs) derived from needs assessments, and would be aligned with our Strategic Initiatives. She explained that we would allocate funding based on needs set in Strategic Plan for each self-sufficiency goal, and that we would require data management and collection for all homeless prevention and intervention services. We would modify our agency application and evaluation process, and establish application scoring criteria and rank outcomes. She provided that advisory boards will screen and evaluate agency applications, award funding, and also monitor outcomes. Ms. Neel then reviewed a sample of self-sufficiency goals. The categories included: Safety Net/Infrastructure Services, Transition Out of Poverty, Problem Prevention, Universal Support Services, and Enrichment.

**Ms. Neel reviewed the current funding structure:
Council approves \$500,000**

HSAB requests applications
HSAB Reviews applications
HSAB Conducts site visits
HSAB Receives agency presentations
HSAB Awards funding (currently across 27 programs)

Ms. Neel provided an alternative process:

Council approves \$500,000

Based on our needs based funding/strategic plan we would set our Self Sufficiency Goals and funding would be based on those goals.

For example:

\$75K, 15% - Safety Net / Infrastructure

\$50K, 10% - Transition out of poverty

\$250K, 50% - Problem prevention

\$50K, 10% - Universal support

\$25K, 5% - Enrichment

\$50K, 10% - Provide agencies with support services such as multi lingual materials, training for outcomes reporting

Discussion was held regarding how and who would be setting the aforementioned percentages.

Ms. Neel continued explaining the alternative process:

HSAB administers applications:

Evaluates & Scores application by category

Ranks scores in each category

Award funding by Self sufficiency goals

Ms. Neel reviewed the changes to the application and evaluation process that the Staff is proposing.

Ms. Neel reviewed the next steps:

Set strategic plan

Take plan to advisory boards for feedback

Present Policy to Council for adoption

Ms. Neel reviewed the timeline to communicate changes in Spring/Summer 2019, FY20 funding and to enforce changes for October 1, 2020, FY21 funding.

Discussion was held regarding funding requests in the same fiscal year they were approved instead of the money being released at the beginning of the next fiscal year. Staff indicated that they would bring something back to see who

we could best work through that.

Council provided consensus regarding the proposed methodology and process.

- 2. Receive a Staff presentation regarding City-Sponsored events, and provide direction to Staff.**

Melissa Neel, Assistant Director of Finance, led the Council through the presentation regarding City-Sponsored events.

Ms. Neel informed the Council that Staff is seeking Council direction for development of policy and eligibility criteria for all City sponsored events, and to create a transparent process so all outside organizations have a clear set of guidelines and criteria for sponsorships and in-kind donations.

Ms. Neel provided that currently the City accepts requests from local event organizers across multiple types of events requesting sponsorships and in-kind donations. The process for funding determination is fragmented across departments. Ms. Neel reviewed the current sources of funding:

Current funding for sponsorships:

Arts Commission - \$ 166,000

Convention & Visitors Bureau – Total \$13,500

Main Street – Total \$28,500

Current services provided for in-kind donations:

67 events with over 90,000 attendees

Labor cost: Resource Recovery and Parks and Rec Department

Park grounds, tent and vendor setups

Barricades, portable toilets

Recycle stations

Security staff

Promotional materials & bags

This includes parades that have come to the City and asked for a donation. Staff will get the list of the 67 events mentioned above.

Ms. Neel reviewed that the City of San Marcos' event sponsorship program is designed to assist local non-profit organizations in presenting events that serve the public and promote San Marcos. The mission of the program is to provide support and sponsorship to deserving special events, which enhance the community, and the program is designed to be short-term assistance as events

become established.

Ms. Neel reviewed the proposed criteria and evaluation process:

Sponsorships and donations will not exceed 30% of total event budget

The monetary and In-kind donations must provide the City a significant exchange of services for public purpose and benefit to include one of the following :

Providing cultural and educational enrichment

Celebrating our unique diversity, history and heritage

Enhancing pride and a sense of community

Promoting a positive image of the City of San Marcos

Stimulate local economy

Council consensus was to also include Family Events to the public purpose and benefit list.

Consider the number of years the organization has received funding and how established the event has become

The support of the event by additional City of San Marcos funds, staff, or department, and also evaluate if the event is free vs. an admission based event.

Ms. Neel reviewed the next steps:

Create policy

Present to groups for feedback on proposed policy

Bring Policy to Council for adoption in March

Communicate changes in Spring 2019, FY19

Implement changes in October 2019, FY20

Discussion was held regarding existing policies that are used by the Arts Commission. Discussion was held regarding including General Fund dollars as well and not just HOT funds. Discussion was held regarding funding non-profit events and for-profit events. Council provided consensus to also include "Youth Events" along with "Family Events" to the public purpose and benefit list.

Council provided consensus for Staff to formulate a City Event Sponsorship & Donations policy.

EXECUTIVE SESSION

3. Executive Session in accordance with Section §551.071 of the Texas Government Code:

Consultation with Attorney, - to receive legal advice regarding pending litigation, The Mayan At San Marcos, LLC, vs. City of San Marcos, Cause No. 18-0958-CV-A, in the 25th Judicial District Court of Guadalupe County, Texas, filed on April 18, 2018 in an attempt to invalidate Ordinance No. 2008-16 that annexed a 563.199 tract of land commonly known as the Hillert Tract into the city limits of San Marcos, Texas; and Executive Session in accordance with Section §551.072 of the Texas Government Code: Deliberations Regarding Real Property, to discuss the acquisition of land for cemetery purposes; and Executive Session in accordance with Section §551.087 of the Texas Government Code: Economic Development - to receive a Staff briefing and deliberate regarding potential economic development incentives for projects Desert Wind and Big Hat.

A motion was made by Council Member Mihalkanin, seconded by Mayor Pro Tem Prewitt, to enter Executive Session at 3:53 p.m. The motion carried by the following vote:

For: 5 - Mayor Pro Tem Prewitt, Council Member Gonzales, Council Member Derrick, Mayor Hughson and Council Member Mihalkanin

Against: 0

Absent: 1 - Deputy Mayor Pro Tem Gregson

III. Adjournment.

Mayor Hughson adjourned the Work Session of the San Marcos City Council at 5:45 p.m.

Jamie Lee Case, TRMC, City Clerk

Jane Hughson, Mayor