



Meeting Minutes
City Council

Friday, January 10, 2020

8:30 AM

Activity Center, Room 2 - 501 E. Hopkins

City Council Visioning Session - Day 1

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 10, 2020, in Room 2 of the San Marcos Activity Center, 501 E. Hopkins, San Marcos, TX 78666.

II. Roll Call

Dr. Marquez arrived after roll call at 8:40 a.m.

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

1. Hold discussion and participate in Fiscal Year 2020-2021 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.

Bert Lumbreras, City Manager, provided a welcome and update on the topics that will be discussed during the next two days of visioning.

Discussions of day 1 will be focused on:

Status of Comprehensive Plan Goals, Update on Key Strategic Priorities, Determine Key Strategic Priorities for 2020 and Beyond and City Logos

Discussions of day 2 will be focused on:

Reviewing and finalizing key strategic priorities, evaluate council committees, discuss city logos (if needed), wrap-up and next steps.

Shannon Mattingly, Director of Planning and Development Services provided a presentation on the status of the comprehensive plan goals. These include:

Economic Development

Goal 1: Abundant opportunities created by the ingenuity and intellectual capital of University, Business, Civic and Cultural Leaders.

Goal 2: Workforce and Education excellence.

Goal 3: Emerging markets and industry relationships that generate quality entrepreneurial and employment opportunities.

Goal 4: An enhanced and diverse local economic environment that is prosperous, efficient and provides improved opportunities to residents.

Goal 5: Fiscally responsible incentives for economic development.

Goal 6: Promote and support the maximum potential of the San Marcos Municipal Airport.

Goal 7: Sports tourism, eco-tourism, retail tourism and the community's 13,000-year heritage as an economic generator.

Notable Projects: GSMP Vision 2020 Plan, Economic Development Policy, BIG Grant, Airport Plans and Infrastructure Improvements, Evaluation of City Owned Property, Impediments to Fair Housing Plan, Code SMTX, Transportation Master Plan, Youth Master Plan, and Negotiated Chapter 380 Incentive Agreements

Environment and Resource Protection

Goal 1: Public and private sectors working together to protect water quality and facilitating appropriate development in the San Marcos and Blanco rivers watersheds, and over the Edwards Aquifer using measurable and scientific methods.

Goal 2: Natural resources necessary to our community's health, well-being, and prosperity secured for future development.

Goal 3: Proactive policies that enforce recycling and resource and energy efficiency.

Goal 4: A population prepared for and resilient to man-made and natural disasters.

Notable Projects: Stormwater Technical Manual, SECO Loans, Warn Central Texas, Code SMTX, Conservation tiers in Utility Rate structure, Floodplain Ordinance Updates, Inspection program for existing detention ponds, Disaster Recovery Grant Implementation, Watershed Protection Planning Efforts and MS4 Program, Additional Environmental Staff (Arborist, Environmental Inspections Manager)

Land Use

Goal 1: Direct growth, compatible with surrounding uses.

Goal 2: High-density mixed-use development and infrastructure in the activity

nodes and intensity zones, including the Downtown area supporting walkability and integrated transit corridors.

Goal 3: Set appropriate density and impervious cover limitations in the environmentally sensitive areas to avoid adverse impacts on the water supply.

Notable Projects: Code SMTX, Development of Code Annual Update, Annexation and ETJ Management Plan, Affordable Housing Policy, Strategic Transit Plan, TxDOT Roadway negotiations, Complete Streets Policy, Stormwater Technical Manual, Land Use Suitability Map, and Transportation Master Plan

Neighborhoods and Housing

Goal 1: Neighborhoods that are protected and enhanced in order to maintain a high quality of life and stable property values.

Goal 2: Housing opportunities for students of Texas State University in appropriate areas and create and implement a plan to accomplish this vision.

Goal 3: Diversified housing options to serve citizens with varying needs and interest.

Goal 4: Well-maintained, stable neighborhoods protected from blight or the encroachment of incompatible land uses.

Notable Projects: Code SMTX, Nuisance Abatement Program, Annexation and ETJ Management Plan, Affordable Housing Policy, Land Use Suitability Map, Transportation Master Plan, Workforce Housing Committee, Workforce Housing Task Force, Strategic Transit Plan, Texas State Mater Plan, Housing Needs Assessment, Strategic Housing Action Plan, and Historic Resources Survey

Parks and Public Facilities

Goal 1: Well-maintained public facilities that meet the needs of our community.

Goal 2: A differentiated collection of connected and easily navigated parks and public spaces.

Goal 3: A vibrant central arts district and robust arts and cultural educational opportunities for everyone.

Goal 4: Funding and staffing to ensure quality public safety and community services.

Goal 5: Effective social services delivered to those who can most benefit from them.

Notable Projects: Facilities Master Plan, Transportation Master Plan, Code

SMTX, Sidewalk Inventory, 5 year sidewalk Maintenance and Gap Program, Strategic Transit Plan, Social Services Needs Assessment Study, Governors Achievement Award Projects, Vehicular Way Finding, Bond Election for public safety and library, Parks and Open Space Master Plan, Water Master Plan, and Waste Water Master Plan

Transportation

Goal 1: A safe, well-connected transportation system implemented in an environmentally sensitive manner.

Goal 2: A multi-model transportation network to improve accessibility and mobility, minimize congestion and reduce pollution.

Notable Projects: Transportation Master Plan, Code SMTX, 5 year sidewalk Maintenance and Gap Program, Strategic Transit Plan, Campo 2040 Plan, Bus Stop Installations, and CAMPO Platinum Planning

Mr. Lumbreras provided an update on the current key strategic priorities.

1. Workforce Housing

a. Update, consolidate and communicate housing policies and action plans.

The following have been completed: Updated Low Income Housing Tax Credits policy - recommendation from Workforce Housing Committee, Added new LIHTC webpage with map of all projects, Strategic Housing Action Plan approved by Workforce Housing Task Force and Planning Commission.

b. Develop dedicated housing and revenue sources that meet goals. The following have been completed: Completed construction on permanently affordable homes targeted to flood victims on City-owned lots, Instituted Homebuyer Loan Program for employees of SMCISD (8 loans granted), Created land bank and community land trust, and Developed marketing campaign for Homebuyer Program.

c. Implement land use and zoning regulations that support diverse, mixed income communities in all areas of the City. The following have been completed: Identified potential code amendments during the annual code update process. This is still in progress

The next steps for work force housing include:

Issuance of an RFP for mixed income development on City-owned properties, Adoption of the Workforce Housing Task Force Strategic Housing Action Plan, Complete construction on seven additional homes on City-owned lots, and Potential code amendments identified through the annual code update process

2. Multi-Modal Transportation

a. City becomes the Direct Recipient for federal and state transit funding allocated to San Marcos urbanized area. The following have been completed: FTA concurred with TxDOT - City officially designated the Direct Recipient effective October 1, 2019

b. City reviews the benefits and challenges of creating an integrated, seamless transit partnership between the City and Texas State University. The following have been completed: Completed Transit Plan Study Phase II, Coordinated with TxDOT on Downtown bike paths, Developing scope with TxDOT and University for Five Year Strategic Master Plan for Transit Service (in progress).

c. City continues other multimodal initiatives. The following have been completed: Appointed Parking Advisory Board in April, Approved second year extension to VeoRide contract, Completed construction of Downtown Mobility Hub, Updated 5-year Sidewalk Maintenance and Gap Infill program prioritizing needed connections.

The next steps for multi-modal transportation include: Continue to meet/coordinate with CARTS on transfer of roles and responsibilities, Implement Transit Plan Study Phase II, and Improve Bicycle Friendly Community rating.

3. City Facilities

a. Explore short-term alternatives for staff expansion within City Hall Complex. The following have been completed: Placed portable building in June 2019 – utilized by Neighborhood Enhancement.

b. Review all possible alternative delivery methods for new facility construction. The following have been completed: Continued working with Jacobs Engineering to oversee project management.

c. Develop a 5-year Fiscal Strategic Plan for implementation of Bond Projects. The following have been completed: Approved Library remodel and expansion – construction underway, Approved Fire Station #2 construction contract – groundbreaking scheduled January 17, Amended Fire Training Field contract to design phase 1.

d. Develop Public Services, Community Services and City Hall Project Design and Scope. The following have been completed: Approved contract for pre-development design and engineering services relating to the new Public Services Complex.

e. Explore alternatives for future agreement negotiations land purchases for facilities. The following have been completed: Continue to monitor options for land during development Explore alternatives for future agreement negotiations.

The next steps for city facilities include: Continue implementing bond projects, Continue development of Public and Community Service Maintenance Facility, and Determine next steps for new City Hall.

4. Workforce Development

a. Leverage and Partner with the Community. The following have been completed: Created Task Force with numerous community entities and partnered with Texas Workforce Solutions to provide a job fair in October.

b. Facilitate opportunities for Training and Programming. The following have been completed: Worked with non-profits and social services to develop a service guide, Added a Job and Career Center at the Library, and enhanced content on the library website referencing training available within 30 miles of San Marcos.

The next steps for workforce development include: Identify potential items to include in economic development agreements, i.e. educational initiatives, continue coordinating with businesses, Chamber of Commerce, GSMP, SMCISD, Texas State University, Texas Workforce and other stakeholders to identify challenges and unmet community needs, and evaluate GSMP contract to include deliverables of training and programming opportunities.

5. Downtown Vitality

a. Support diversified business activity. The following have been completed: Included Downtown Master Plan in scope of 2020 Comprehensive Plan update and Main Street program visioning and priority projects discussed by Main Street Advisory Board in November.

b. Take measures to improve downtown quality of place. The following have been completed: Approved preliminary engineering and field services contract for Reconstruction of Kissing Alley, completed cost analysis of converting electric overhead lines to underground, and implemented Downtown Pattern Guidelines for consistency of light fixtures, seating areas, etc.

c. Accessibility to and within the downtown. The following have been completed: Awarded contract for the San Marcos River Bike and Pedestrian Trail Project, Convened Parking Advisory Board to consider bylaws and work plan, and Updated numerous trails.

The next steps for downtown vitality include: Begin a revised Downtown Master Plan, review permitting and conditional uses in Downtown, and define goals and objectives of Main Street Program.

After reviewing the current priorities discussion was held to determine key strategic priorities for 2020 and beyond. Consensus from Council is to remove City Facilities from the list of key strategic priorities and allow Staff to continue their works on the projects underway.

Council provided consensus is to keep Workforce Housing as a strategic priority, but make the following modifications:

- More houses on City lots**
- Focus on low quality housing and improving living conditions. This can be accomplished through code enforcement/compliance, budgeting to increase services provided by Tenant's Council, and work with the Rental Registration committee to discuss options on relaxing requirements for owners to make repairs.**
- Research utilizing San Marcos data, instead of Austin Metropolitan Statistical Area (MSA), for Low-Income Housing Tax Credit (LIHTC) and other housing projects**

Council provided consensus to keep Multi-Modal Transportation as a strategic

priority, but make the following modifications:

- **Park and rides – work with Texas State**
- **Marketing businesses that promote multimodal transportation. This can be accomplished by creating some type of reward/recognition such as kudos coins, incorporate as part of the bike map, work with Main Street and Convention & Visitor Bureau**
- **Routes for transit and engage community at events for bikes**

Council provided consensus to keep Workforce Development as a strategic priority, but make the following modifications:

- **Promote Career and Technical Education (CTE), GED, financial literacy, life skills, this can be accomplished through training opportunities, utilizing municipal court as a community service option, and utilizing library services**
- **Alternate delivery methods, by assisting with childcare/transportation (determine if grant funding is available)**
- **Buying down interest rates for small businesses**
- **Phone App**

Council provided consensus to keep Downtown Vitality as a strategic priority, but make the following modifications:

- **Legacy businesses – loans/grants/incentives for struggling businesses, accomplished by promoting BIG Program**
- **Working with Arts Commission to link Downtown and the river, include in the downtown Master Plan**
- **Vacant building aesthetics/safety, accomplished by charging drainage utility fee for vacant buildings**
- **Work with Texas State Police Department on Downtown patrol**
- **Splash coworking funding**

Council and Staff reconvened after a lunch break, Mr. Lumbreras reviewed the strategic priorities, stated a budget policy workshop is scheduled and these strategic priorities will be discussed at that meeting, and a Resolution will be brought before council in March 2020.

Council made some additional requests:

- **Vacant building aesthetics report**
- **Climate Action plan on website - staff provided the link**
- **How childcare provided at the Activity Center**

- Guadalupe and Hopkins intersection issues

Mayor Hughson asked if council would like to add any further strategic priorities. After discussion, Council provided consensus to add sustainability as a strategic priority.

Council requested the following:

- Hire a position for this function, will need to go through cost benefit analysis
- Hire consultant to assess the baseline
- Municipal building requirements/city facilities – smart buildings, ensure city is making effort with go green practices
- Business/economic development – attract businesses that practice sustainability and reduce impact
- Metrics/reporting
- Avoid non-attainment

Staff will review the elements proposed and the recommendations presented today, with assistance from sustainability committee, and bring back a recommendation regarding a sustainability position.

Council discussed the "Year of the City" (not a strategic priority) as a way to emphasize what we have, celebrate facility completions, and increase public/private partnerships

A discussion was held on the City Logos that have been used and are currently being used by the City for branding and promotions. Consensus was to have staff look at different logo options that would replace the San Marcos waterfall logo. This could be accomplished by developing a contest for residents allowing them to submit ideas for new city logo. However, parameters need to be set and we want to involve the University students, so we would launch during a semester and not during the summer months.

III. Adjournment.

Mayor Hughson adjourned the Visioning Workshop of the San Marcos City Council at 3:00 p.m.

Tammy K. Cook, Interim City Clerk

Jane Hughson, Mayor