I. Call To Order

With a quorum present, the visioning workshop of the San Marcos City Council was called to order by Mayor Thomaides at 8:20 a.m. Friday, February 10, 2017 at T Bar M Camps/Retreats, 2549 Highway 46 West, New Braunfels, TX 78132

II. Roll Call

Present: 7 - Mayor John Thomaides, Mayor Pro-Tem Jane Hughson, Deputy Mayor Pro Tem Lisa Prewitt, Council Member Saul Gonzales, Council Member Ed Mihalkanin, Council Member Scott Gregson and Council Member Melissa Derrick

1. Hold discussion and participate in Fiscal Year 2017-2018 Visioning Workshop, topics discussed may or may not include or be limited to: economic development policies, 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 Thomaides thanked everyone for being present and handed the workshop over to Sue Breland of Breland Facilitation. Ms. Breland provided an introduction of herself and an overview of how the day was going to go.

Directors and Council drafted examples of where they envision the City to be by 2025. The group then completed a SWAT Analysis for the City of San Marcos.

Following the SWAT Analysis process the following were final Council priorities:

1) ECONOMIC GROWTH & DEVELOPMENT
Create a reasonable and predictable regulatory system that encourages high quality industrial, commercial, and residential development, providing financial resources to support community goals.
• Workforce Development programs, job training
• Work with Chamber of Commerce
• Eastside Resource Center
• In house position (Economic Development Director) for a local focus on small business, revenue and grants, provide support and nurturing to small business
• Connect with Texas State and High Schools to encourage students to stay as entrepreneurs
• Review new Code with CBA.
• Look at Innovation zones, retail businesses and 2nd floor spaces

2) ENVIRONMENT & RIVER
Steward our unique environment, and the species within it, striving towards flood resiliency and developing in harmony with mother nature. Rationale: Avoid economic loss and loss of life while preserving the environment for future generations and the health of our planet.

• Conservation easements
• Land Banking: consider before going to the committee. Use a broker to gather information.
• Review associated costs with the code
• Litter reduction / enforcement / beautification
• Parking fees around the river for visitors / free for residents
• Grill rental for visitors / free for residents
• Promote Eco Tourism and educational trails, leverage financial resources
• Look at CVB marketing – Can we spread focus to other sites than just the river? Diversify the focus.
• Balance perception that we don’t want them to come with managing visitor impact
• Draft a River Master plan?

3) QUALITY OF LIFE
Better manage the functional areas including resources, environment, growth, leadership and development to continually raise our quality of life. Rationale: The sum of careful management of financial resources, transportation, location environment, economic development/growth, intergovernmental relationships, city council and city staff equals our great Quality of Life.

• Celebrate successes
• Encourage engagement between citizens and Texas State students. Help citizens not feel overwhelmed by the student population
• Consider transition from a traditional community to newer community without disenfranchisement
• Encourage affordable housing for young families: smaller, efficient, codes that will allow
• Code review regarding parking on streets and lot size
• Get fiscal notes with each development request
• Define the City we want and cluster development accordingly
• Create buffer zones and green spaces
• Maximize sports tourism
• Build youth offerings: maximize utilization and promotion

4) CITY STAFF
Balance expectations with high performing staff so that silos and burnout does not get in the way of productivity and engagement.

Rationale: The challenges we face as a group deal with limited resources, staffing shortages, and high expectations which may border on unreasonable at times. The challenges may lead to burnout and silos as opposed to teamwork and engagement.

• Prioritize and be realistic in using the staff resource
• Let staff make a check list of what can be done
• Trust staff and raise their credibility
• Follow through on decisions made: Going forward, then moving back, hurts staff credibility
• When new ideas are requested of staff, ask what has to come off the current list; involve the staff in determining what can be done
• Partner with a private firm to build out a new City Hall complex – Decide what we want in that space, create a document, review an RFP.

Council provided direction to move forward with the RFP process. Council also provided direction to slow down the Code SMTX rewrite with a new goal of completion in October.

5) TRANSPORTATION/MOBILITY
Create consensus around a plan to invest in safe transportation alternatives and options, utilizing local and regional partnerships.

Rationale: We must demonstrate a willingness to invest in transportation to achieve freedom of movement.

• Bring back Transportation Advisory Board?
• Is there a cost-effective way of augmenting sidewalks? Connecting them together? Using Pervious construction materials?
• Masterplan in progress
• Managing flood plains through walking paths: flood resilient and federal grants may be available
• Look at multi use of Parks and drainage
• Investigate partner for parking garage and revenue options in the downtown area
• Mobility Hub – Staff to get Council an update. Getting price tag from Kimly Horn.
• Trail system: grants available? Partnerships?

6) LOCATION
Balance the reason San Marcos is attractive with the demands on all of our resources, to maintain and grow our status as a destination for visitors, home for families and Business.
Rationale: Our resources are finite, in being frugal we will optimize value.

• Can we figure out ways to connect to other communities without being gridlocked by IH35? Rail? Bus – Rapid Transit, dedicated lane
• Can we provide information on traffic before citizens get on the highway?
Can we compile information from TXDOT and make available other than via App (for those who don’t use them)?

7) COUNCIL RELATIONS
Represent the community as a whole and promote clear policies and direction to staff, building public faith and confidence in City government and its leadership.
Rationale: With so much we agree upon, for the things we don’t, it is important that we speak as one for our community by celebrating respectful compromise to reach consensus.

• Provide agenda information as soon as possible

Council provided direction for the City Clerk to send out the worksheet following agenda setting and the rolling agenda.

8) INTERGOVERNMENTAL RELATIONS
Promote greater efficiency of resource utilization through partnerships and increase public confidence in government.

• Discuss having regular meetings with other agencies: Schools, Chamber, etc.
9) FINANCIAL RESOURCES
Improve the City’s economic environment by managing resources with sound financial practices.
Rationale: Optimizing the resources we have ensures our goals can be accomplished.

Other topics discussed included:
• Downtown cleanliness issues: Public / Private partnership to fund?
• Look at the Commission for Youth and Children: Can we leverage?
• Use our Commissions/Advisory Boards more often: How can they help us? Can we delegate work?
• Council to look at all Boards and Committees before the Sunset Review Commission reviews them.

A follow up meeting will be scheduled with the Council following the Directors' identification of goals to respond to the above priorities.

III. Question and Answer Session with Press and Public.

None.

IV. Adjournment.

Mayor Thomaides adjourned the visioning workshop of the San Marcos City Council at 4:00 p.m.

Jamie Lee Case, City Clerk           John Thomaides, Mayor