



City of Seguin

210 E. Gonzales Street
Seguin TX, 78155

Meeting Minutes City Council

Thursday, May 29, 2014

8:30 AM

GVEC Western Operations Center

WORKSHOP

14-189

This notice has been posted to notify the public that the governing body of the City of Seguin, Texas will meet at 8:30 a.m. on the 29th day of May, 2014 for a Strategic Planning Goal Setting Workshop.

Guadalupe Valley Electric Co-op Western Operations Center
6400 IH-10 West
Seguin, Texas 78155

No action will be taken by the Seguin City Council.

1. Call to Order

2. Roll Call

Councilman Ernest Leal arrived at 12:31 pm.

Present: 7 - Council Member Jeannette Crabb, Council Member Nick L. Carrillo, Council Member Tomas V. Castellon, Council Member Carlos Medrano, Council Member Fonda Mathis, Council Member Donna Dodgen, and Council Member Bob Pees

Presiding: 1 - Mayor Don Keil

Absent: 1 - Council Member Ernest Leal

3. Introduction of Workshop Facilitator

City Manager, Doug Faseler introduced Patrick Ibarra, facilitator for The Mejorando Group.

4. Presentation and Planning Session

Patrick Ibarra, Representative from the Mejorando Group provided an overview of the Strategic Planning Process.

Discussion began:

TRENDS FOR SEGUIN COMMUNITY (acknowledgement of trends)

**Business Growth*

**Population Growth*

**Transportation*

- *Utilities (aging)*
- *Technology*
- *Amenities of a big city but live in a small town*
- *Wages (flat)*
- *Housing (shortage)*
- *New residents (different expectations than residents who have lived here)*
- *Access to healthcare/social services*
- *Growth impact on public facilities*
- *Retail/Downtown & balance revitalization*
- *Ratio of employees (wages and work load)*
- *Health insurance*
- *Retention and retaining of employees*
- *Citizen engagement/understanding of government*
- *IT-modernization of services (like utility reading)*

VISIONING

- *Retain our young people*
- *Bold & creative*
- *Family focused activities*
- *Inclusive*
- *Riverwalk*
- *Destination*
- *Alive*
- *Traditional*
- *Self-sustaining*
- *Culturally enlightened*
- *Creative*
- *Heritage*
- *Conservation Society*
- *Arts*
- *Neighborly*

WE WANT SEGUIN TO BE BEST AS (government/community)

- *Responsible planning*
- *Customer Service*
- *Job Creation (high paying)*
- *Vibrant Downtown*
- *Vested in Education*
- *County/City/SISD*
- *Arts*
- *Recreation*
- *Entertainment*
- *Infrastructure*
- *Development*
- *Quality of Life/Facilities*
- *Growing Responsibly*
- *Communication*
- *Managing Utilities*
- *Economic Development*
- *Technology*
- *Walkable*
- *Public Safety/lack of crime*
- *Forward Thinking/Risk Takers/Innovative*
- *Competitive in the Housing Market*
- *Attract and retain quality City staff*
- *Attracting citizens for run for council*

**Public Service & Volunteerism*

WHAT ARE MEASURES FOR EFFECTIVENESS

**Visually see construction*
**Increased traffic*
**Is community happy?*
**Making positive news outside of area*
**Sales Tax goes up*
**Hotel Occupancy Tax up*
**Employment turnover is down*
**Household Income on the rise*
**Housing crisis increased*
**See results*
**Community Involvement increase*
**New business startup*
**Building occupancy*
**Full community calendar*
**Continued reduction of crime rate*
**Response time of city services/councilmembers*

How prepared are we to handle all the opportunities and service demands that will occur in the next 3-5 years?

**Transportation/Road Way System*
**Utilities*
**Neighbors*
**Corridors*
**City (employees)*
**County (better prepared in housing and infrastructure coordination)*

What barriers exist that you will have to overcome?

**tax increases*
**perception*
**public apathy*

To what level does harmony and cooperation exist inside our organization to ensure synergy and teamwork?

**Customer service*
**Lean consulting (Introduction of computer software and how does a department work more efficiently)*
**Implement Master Plan*
**Use of technology*
**Utilize City Staff to participate in neighborhood meetings*
**Evaluate/Revise and Change*
**On going education of the public*
**Plans in place (5 year plan)*

Practices that may hinder the potential of city government

**Self-education of council*
**Turn around of council packets is short and does not lend itself to longer review by council*

TOPICS/AREAS

1. *Budget process-role of Mayor and City Council*

**City Council to have a review directly with City Manager before it is presented to council (Councilman Bob Pees)*

**Provide director requests for capital improvement projects and personnel*

2. Citizen Engagement

a. Role of PIO (Scott Packard)

- * Understands Social Media

- * Social Media is morphing and becoming an expectation by the public (used more like civic engagement tools)

b. Social Media and Conventional Media

- *Need to have a plan for media how it is going out and coming in (manage and educate)

- *Explore bilingual aspect of social media

- * Our city website needs more user friendly (marketing, customer service and requires more a larger scope than just served by the IT department) Becomes part of the Public Information Plan

- *Conventional Media-Newspaper and Radio

3. Growth Strategy

a. Annexation-strategy, process and impact on service levels

- *We are as far as we can go on Hwy 46,123 and 130 (included development agreement areas) and going east at some point (City Manager)

b. Frequency of tax abatements (Criteria for jobs, invest in land, and what is threshold for it)

c. Starting and operating a small business (permitting, land use,

- *Contract with UTSA (serves as an advocate and resource....loans, grants, permits, resource, land use)

- *Main Street (low interest financing for businesses, Fix-It Grants etc...)

d. Unified Development Code/Ordinance

- *Still in development

4. Infrastructure-condition, priority, scheduling and financing

Issue Certificates of Bonds or Bond Election

a. PRIORITY #2a. Animal Control Shelter-(General FUND)

b. Pro Shop for Golf Course-(Coordinate with SEDC)

- Check in with what is happening in Floresville.

c. PRIORITY #1 (include d, e and f)-Roads and Streets-will also include storm water, sewer and sidewalks.

- Is this maintenance or reconstruction?

- *Work on streets in area where trunk lines are being done and they probably need to be reconstructed.

- *Identify streets in each district to target

- *Which ones are needing most to be work?

- *The roads with the highest traffic could be targeted

d. Sewer-Water or Sewage Treatment Plants

e. Sidewalks

f. Storm Water

g. PRIORITY 2b. Utility Warehouse-(Utility FUND)

h. Water

Other:

- *Additional Facility Space Expansion

- *New Fire Station (3 sites located...North, South and New Quest Property)

**Satellite Police Station*

**Substation across IH-10-Electric*

**Swimming Pool-cooperation with SISD and TLU*

5. *Relationship with School District and County (How to advance this)*

**County-Also fund the hospital. Good expectations in working together.*

**Seguin ISD-Beneficial and use as an Economic Growth Tool.*

6. *Quality of Life*

a. Library

b. Parks

c. Retail-West side of town (public request)

Businesses coming in look at traffic pattern, dollars, access, population,

d. Social

e. Vacant/Abandoned Lots-maintenance

IMPLEMENTING THE PLAN

The process of strategic planning requires implementation if it is to be leveraged by the City. The Action/Strategic Plan will provide a "blueprint" for decision making including a schedule and clear objectives. The group will also determine how best to present the Plan to the community and city employees.

Strategic Planning is the framework to help in prioritizing. What are next steps?

A road planning workshop....prioritize streets (working on debt service and see how it can be funded).

Recommend to have a plan in early fall for next year.

Example: River and Mountain (13 million for drainage, utilities and road work)

Councilman Ernest Leal arrived at 12:31 pm.

Present: 8 - Council Member Ernest Leal, Council Member Jeannette Crabb, Council Member Nick L. Carrillo, Council Member Tomas V. Castellon, Council Member Carlos Medrano, Council Member Fonda Mathis, Council Member Donna Dodgen, and Council Member Bob Pees

Presiding: 1 - Mayor Don Keil

5. **Adjournment**

There being no further business before the council the meeting adjourned at 4:25 pm.

Don Keil, Mayor

Thalia Patlan Stautzenberger, City Secretary