



City of Fredericksburg
CITY COUNCIL SPECIAL MEETING MINUTES
MONDAY, MARCH 18, 2024 ~ 10:00 a.m.
CHASE BANK
1601 E. MAIN STREET
FREDERICKSBURG, TEXAS 78624

Mayor Jeryl Hoover
Mayor Pro Tem Bobby Watson
Councilmember Emily Kirchner
Councilmember Tony Klein
Councilmember Randy Briley (left at noon)

Members Absent:

None

City Staff Present:

Clinton Bailey, City Manager
Garret Bonn, Assistant City Manager
Krista Wareham, Finance Director
Leslie Embrey, Assistant to the City Secretary
Shelley Goodwin, City Secretary

1. CALL TO ORDER

Mayor Hoover called the March 18, 2024, Regular Meeting to order at 10:00 a.m. and announced that a quorum had been met.

2. OTHER ACTION ITEMS AND UPDATES

A. Discussion of City Council communication and collaboration

Mayor Hoover stated he requested this item to discuss communication and collaboration with each other and how we are operating.

City Council discussed the following:

- Faster communication
- Weekly meetings with the City Manager
- Mayor's Office Hours
- Coordination with communications with entities (Council liaison)
- Meeting structure is good
- First Five Luncheon (County Judge, Mayor, Convention and Visitor Bureau, Economic Development Corporation, and Chamber of Commerce)

B. Discussion of Mayor and City Council Member community priorities

Councilmember Kirchner

- Essential services

- List of City proprieties
- Grant Writer
- Economic Development
- May 2023 City Council Priorities 1,4, and 5 have been addressed

Councilmember Klein

- Law Enforcement
- Transportation and traffic issues
- Cost savings within City budget
- Development and contractor communications; written requirement to complete process
- Proactive transparency

Councilmember Briley

- STR software still has glitches
- Community outreach support
- Diversity HOT tax
- Police/Fire/ EMS enablement and retention (training)
- Family-based programs
- Public and Tourism Transportation and Parking

Mayor Pro Tem Watson

- Future City Needs change to Strategic Plan
- Removing 1-4 from May 2023 City Council Priorities
- Complete strategy for Main Street
- New website and communicate with residents better
- Comp Plan execution (review of all zoning Ordinance0

Mayor Hoover

- Reduction in parking in certain areas
- Mobility
- Community/Neighborhoods
- Community Engagement/Communication
- City/County Collaboration
- Coming together as a plan with Turner Hall and Middle School
- Inspire more to invest in Fredericksburg
- Going heritage community

Clinton Bailey, City Manager reviewed the following:

- Water Diversity funded in the current budget
- Comprehensive Plan
- Strategic Plan
- Community project at Turner Hall and Middle School

C. Discuss and provide direction to staff regarding the development of a Strategic Plan

Clinton Bailey, City Manager, provided a PowerPoint regarding City of Fredericksburg Strategic Plan.

Mayor Hoover reviewed his opinion of a Strategic Plan and Strategic Goals.

The City Council discussed:

- Strategic Plan
- Strategic Goal
- Mission Vision Statement
- Goal Setting
- Strategies and initiatives

D. Discuss and provide direction to staff regarding the upcoming Fiscal Year 2025 Budget Process

Clinton Bailey, City Manager, reviewed the State Law requirements and the process he would like to present the FY 2025 proposed budget to City Council.

Krista Wareham, Director of Finance, reviewed the following:

- Reserves and Fund balance
- No new revenue will only bring in \$350,000
- Scenario on no new tax rate and the scenario of voter approval rate

The City Council discussed the following:

- Hope we don't take steps to go backways
- What the needs are
- Bond issues
- Consolidate Meetings
- Less PowerPoints and more reports

E. Overview and discussion of the Capital Improvement Plan (CIP)

Garret Bonn, Assistant of City Manager, provided a PowerPoint presentation of CIP Projects from the General Fund, Tourism, Sanitation, Street, and personnel.

The City Council discussed:

- MarktPlatz funds
- Sanitation Transfer Station
- Personnel Requests
- General Fund FY 2023

F. Discuss and provide direction to staff regarding new sources of revenue and cost savings measures related to the City's General Fund

The City Council discussed:

- Revisit the Hotel Occupancy Tax

- Increase sales tax for overnight stays to ensure visitors pay
- Economic Impact for all new businesses
- Section/4A 4B Economic Development Corporation Sales Tax
- Cost savings
- Review fee structures
- Technology fee
- Add saving increases to spreadsheet

Clinton Bailey, City Manager discussed:

- Dark Fiber
- Taxi Shuttle/Wine Tour Bus operating in City limits
- Transportation User Fees
- PD salary distribution for Code
- Tax Increment Reinvestment Zone (TIRZ)
- Vehicle lease program
- Parking management

3. ADJOURN

With no other business, Mayor Hoover adjourned the Monday, March 18, 2024, City Council Regular Meeting at 2:57 p.m.



Jeryl Hoover
Mayor

Interim City Secretary