



City of Fredericksburg

City Council Work Session Agenda
Thursday, May 22, 2025 ~ 9:00 AM
Lady Bird Golf Course
341 Golfer's Loop - Cardinal Room
Fredericksburg, Texas 78624

Jeryl Hoover, Mayor
Emily Kirchner, Mayor Pro-Tem
Bobby Watson, Councilmember

Tony Klein, Councilmember
Todd Eidson, Councilmember
Clinton Bailey, City Manager

The City of Fredericksburg City Council will meet in a special session on Thursday, May 22, 2025, at 9:00 AM. The audio of meeting will be recorded and available afterward on the City's website: fredericksburgtx.portal.civicclerk.com.

The City Council welcomes citizen participation and comments at all City Council Meetings on Agenda Items.

Comment Card for Written or Verbal Comments-submitted by 4 p.m. the day before the meeting.

- i. Complete the Comment Card online at www.fbgtx.org;
- ii. Make sure to check the appropriate box (verbal or written);
- iii. Only one agenda item per Comment Card.

Sign up in person between 8:30 a.m. and 9 a.m. at the meeting location.

- i. Only one agenda item per Comment Card;
- ii. Speakers will be limited to three minutes to speak. **Please Note:** The Mayor can reduce the number of minutes for any speaker during Public Comment on a single agenda item depending on the number of people who sign up for it.
- iii. Any citizen with handouts should provide them to the City Secretary before speaking. If you wish the City Council to receive your handouts for the meeting, please provide 10 copies; if not, the City Council will receive your handouts the following day.

NOTE: The City Council may adjourn into Executive Session to consider any item listed on this agenda if a matter is raised that is appropriate for discussion. An announcement will be made on the basis for the Executive Session discussion. The City Council may also publicly discuss any item listed on the agenda for Executive Session.

Attendance By Other Elected or Appointed Officials: It is anticipated that the Planning & Zoning Commission, Historic Review Board, and Zoning Board of Adjustment members may attend the City Council Meeting at the date and time above in numbers that may constitute a quorum. Notice is hereby given that at the City Council Meeting at the date and time above, no Board or Commission action will be taken by such in attendance unless such item and action are specifically provided on a separate agenda posted subject to the Texas Open Meeting Act. This is not an agenda of an official meeting of the City Boards and Commissions, and minutes will not be taken.

1. CALL TO ORDER - Mayor Jeryl Hoover

2. OTHER ACTION ITEMS AND UPDATES

- A. Discussion and direction regarding the City Council Orientation, Major Projects, Council Priorities, and Strategic Budget Planning Session. (Clinton Bailey, City Manager)

3. ADJOURN

CERTIFICATION

This is to certify that I, Leticia Vacek, posted this Agenda at 9am on May 19, 2025, on the bulletin board of the City of Fredericksburg City Hall, 126 W. Main St., Fredericksburg, Texas.

Leticia Vacek

Leticia Vacek, TRMC/CMC/MMC
City Secretary



City Council Work Session

May 22, 2025

Page 3 of 46

Agenda

1. Council Orientation

- a. City Charter/Charter Amendments*
- b. Ethics Ordinance*
- c. City Council Rules of Procedure*
- d. Texas Open Meetings Act and Public Information Act*
- e. Communication and Media Policy*

2. Items for Discussion and Direction

- a. Elections - Hand vs Machine Counting*
- b. Council Terms*
- c. Boards and Commissions - Terms and Composition*
- d. Economic Diversification (CVB, EDC, Chamber)*

6. City Council Community Priorities

7. Major Projects and Initiatives

8. Ordinance Amendments

9. Strategic Plan

City Charter

Article 1 – Form of Government and Boundaries

Sec. 1.01 Form of Government

- Home-Rule City; Council-Manager Form of Govt
- Subject only to the limitation imposed by the State Constitution and by this charter all powers of the City shall be vested in an elected City Council which shall:
 - Enact local legislation
 - Adopt budgets
 - Determine policies
 - Employ the City Manager
 - All powers of the City shall be exercised in the

City Charter

Article 3 The City Council

Sec. 3.01 Number, Selection and Term

- The “City Council” shall be known as the Mayor and four (4) councilmembers
- Mayor & Councilmembers shall be elected At-Large
- Mayor & Councilmember terms shall be two years
- Mayor & Councilmembers may be elected to an unlimited number of terms, but no more than four consecutive terms in the same office

City Charter

Sec. 3.01 Number, Selection and Term (cont.)

- Council Terms shall be staggered; 2 members will be elected to a regular term each year

Sec. 3.02 Qualifications

- Each member shall be:
 - Must be at least 18 years of age
 - Must be a citizen of the United States
 - Must be a qualified voter of the City of Fredericksburg on the last day of the Application period
 - Must have resided in the City of Fredericksburg continuously for at least 1 year prior to filing an Application for Place on Ballot
 - Must have resided in Texas continuously for one year

City Charter

Sec. 3.02 Qualifications (cont.)

- Shall not be indebted to the City of Fredericksburg
- If a Councilmember fails to maintain these qualifications, the City Council must declare a vacancy and fill the vacancy
- If a Councilmember is absent from 3 consecutive regular meetings without valid excuse, the City Council may declare a vacancy and fill the vacancy per the City Charter

Sec. 3.04 Compensation

- Compensation shall be set by ordinance

City Charter

Sec. 3.04 Compensation (cont.)

- Mayor: \$1000/month
- Councilmembers: \$700/month
- Additionally, Mayor and councilmembers shall be paid for any actual and necessary expenses incurred while in the discharge of their duties

Sec. 3.05 Mayor Pro-Tem

- Elected by councilmembers during first meeting after election each year

City Charter

Sec. 3.06 Emergency Power of Mayor

- In time of danger or emergency, the Mayor may, with the consent of the City Council, take command of the police and govern the City by proclamation and maintain order and enforce all laws

Sec. 3.07 Vacancies

- When a vacancy occurs in the City Council, the remaining members of the Council shall within 30 days appoint a qualified person to fill the vacancy until the next regular city election

Sec. 3.10 Meetings of the City Council

- The City Council shall meet regularly at least once per month

City Charter

Sec. 3.11 Rules of Procedure

- The City Council shall determine its own rules and order of business
- At the beginning of each term of office the City Council shall adopt rules of order which shall govern all meetings of the City Council

City Charter

Article 10 Municipal Finance

Sec. 10.18 Enterprise Fund Usage

- The City shall not use proceeds or reserves from an enterprise except for expenditures within the purpose of the proposed fund unless approved by the voters in elections that specify the amount and the fund from which the money will be withdrawn

City Charter

Article 12 General Provisions

Sec. 12.13 Amending the Charter

- LGC 9.004 Proposed by City Council – The City Council can propose Charter Amendments on its own motion or they can appoint a Charter Review Commission to recommend amendments.
- LGC 9.004 – Proposed by Petition; a proposed charter amendment may be submitted to council via a petition signed by at least 5% of the number of qualified voters in the City or 20,000 – whichever is smaller.
- A proposed amendment to a municipality's charter is adopted if it is approved by a majority of the qualified voters of the municipality who vote at said election.

City Charter

Article 12 General Provisions

Sec. 12.16 Review of Charter

- The Charter shall be reviewed at 5-year intervals after the date of passage by the City Council
- The last formal review of the City Charter was in 2024
- *TX Const., Art. XI, Sec. 5* – No City Charter shall be altered, amended, or repealed more often than every two years.

Ethics Ordinance and State Law

City of Fredericksburg Code of Ordinances

- Chapter 2, Article VI

Potential conflicts of interest are evaluated on a case by case basis as they relate to the particular governmental action, and to each official's specific business or real estate interest

- A local public official must file an affidavit disclosing his or her interest, and must abstain from participating in a matter, when the action on the matter will have a special economic effect on the official that is distinguishable from the effect on the public

Ethics Ordinance and State Law

- Additionally, the business or real estate interests of an official's close relatives must also be considered when determining the need for disclosure and recusal from certain action
- Ask yourself “would this be recognized by reasonable persons as having any weight in deciding a case or an issue”

Ethics Ordinance and State Law

Other Ethics considerations

- limitations on appearing before any City body, boards, or commission to represent personal interests
- limitations on accepting gifts
- must identify by name and disclose position when addressing any City body, board or commission as a member of the general public

City Council Rules of Procedure

- Section 1 – Rules
- Section 2 – Open Public Meetings Act
- Section 3 – Executive Sessions
- Section 4 – Work Sessions
- Section 5 – Quorum
- Section 6 – Attendance
- Section 7 – Chair of the Council
- Section 8 – Agenda

City Council Rules of Procedure

- Section 9 – Order of Business
- Section 10 – Voting
- Section 11 – Reconsideration of Previous Vote
- Section 12 – Decorum and Debate
- Section 13 – Questions of Parliamentary Procedure
- Section 14 – Notice of Public Hearings

Texas Open Meetings Act

The Open Meetings Act generally applies when:

- 1) a quorum of City Council is present and discusses public business, *or*
- 2) a quorum of City Council is present and is receiving information from or providing information to a third party

Remember that physical presence of a quorum in one place is not necessary to violate the Act (e.g. a “walking quorum”)

Texas Open Meetings Act

Under the Act, the City Council may hold a closed meeting (executive session) for the following:

- consideration of specific personnel matters
- certain consultations with its attorney
- discussions about the value or transfer of real property
- discussions of certain economic development matters
- discussions of certain competitive matters relating to a city-owned utility
- discussions regarding economic development negotiations

Required Training for Elected and Appointed Officers: PIA and OMA

- To access and complete the online training, please visit: [PIA and OMA Training Resources | Office of the Attorney General](#)
- State Law requires that the training be completed within 90-days of taking the Oath of Office. Once the online training has been completed, a copy of your Certificate of Completion for each Training is required to be filed with the City Secretary.

Public Comments

The OMA provides the public the right to speak on items **on the agenda**

- The City Council must allow the public to speak on items on the agenda, either at the beginning of the meeting, or when the agenda item is being considered
- The City Council may adopt reasonable rules concerning the public's right to speak, including a reasonable time limitation
- The governmental body shall not deliberate any item that is not on the agenda

Agendas

Open Meetings Act 551 Requirements

Post on the City website and on the bulletin board
72 hours prior to the meeting

Emergency Meetings – post 1 hour prior to the
meeting

Open Meetings Act 551.041

“A governmental body shall give written notice of
the date, hour, place, and subject of each meeting
held by the governing body”

Public Information Act (PIA)

Subject to the PIA

- Governmental body-all public entities supported by public funds
- Photographs

Forms of Records

- Information recorded on physical media
- Audio or video records
- Photographs
- Maps
- Drawings
- Emails, text messages, instant messages, internet postings, or other electronic communications

Public Information Act (PIA) cont.

Public Information Act Requests

- Must be in writing to trigger the PIA
- No “magic words” required
- Can be typed or handwritten
- City of Fredericksburg designated office for public information is the City Secretary
- City of Fredericksburg has a Public Information Policy that provides the procedures on handling public information requests

Communications & Media Policy

Commitment to Transparency

Role of the Public Information Officer

- Available 24/7 for media inquiries and crisis communication
- Serves as the official City spokesperson/Emergencies

Press Releases/Social Media

- Outlets for sharing information
- Personal Use

Open Records Requests

- Handled by City Secretary's Office – JustFOIA

Items for Discussion and Direction

- a. Elections - Hand vs Machine Counting
- b. Council Terms – 2 years vs 3 or 4
- c. Boards and Commissions - Terms and Composition
- d. Economic Diversification (CVB, EDC, Chamber)

City Council Budget and Community Priorities

Initiation of Budget Process

- Council Budget and Community Priorities Work Session
- Capital Improvement Plan (CIP) presentation

City Council Budget and Community Priorities

Mayor Jeryl Hoover

1. Building a partnership with organizations/individuals seeking to explore and implement a strategy to expand historic preservation and the arts
2. Building a partnership with organizations/individuals seeking to explore and implement a strategy to expand recreational/educational opportunities for our children/youth

Mayor Pro-Tem Emily Kirchner

1. Seek out grant opportunities, with a goal of \$10 million in grant monies awarded to the city for priority projects in the 25-26 fiscal year
2. Transform current practices for HOT collection and distribution to maximize spending in categories that may be leveraged to benefit locals and our quality of life
3. Pursue designation as a Main Street community and apply for relevant funding opportunities available in the program

City Council Budget and Community Priorities

Todd Eidson

1. Water: Conservation measures - household / City website – Kneese & Baab presentation / Revise watering restrictions & communicate / Irrigator licensure & education / New irrigation system inspections / Sprayer vs. rotor systems / Turfgrass varieties & native grasses / New commercial development rainwater collection & landscape ordinance / Hill Country Alliance water symposium / Car washing (home) & car wash businesses / Pressure-washing (cleaning vs. construction) / Code Enforcement violation reports
2. HRB: Lack of “teeth” for violations / Fines too small / Poor strong enforcement on repeat violators / Murals – Art Board? See below HOT
3. Pedestrian Safety / Mobility: Sidewalks (increase budget) / Painted crosswalks / Signaled crosswalks / Hiking & walking trails, greenways / Bike lanes / Traffic calming
4. Parks and Rec: Increase budget by at least 5%
5. Affordable Housing
6. Hotel Occupancy Tax (HOT): Leverage Arts & Historic Preservation HOT dollars to address Murals to reduce pressure on HRB for being subjective

City Council Budget and Community Priorities

Todd Eidson, cont.

7. FISD Middle School Campus
8. Turner Hall & Texas Rangers Facilities

Bobby Watson

1. City Water Infrastructure: Continue replacing old pipes, long term water study, new well fields
2. Waste: Transfer Station/Recycling
3. Transportation Projects: Morse and Cherry Street extension projects
4. Main Street: CUP, historic preservation, sidewalks, trash, PD foot patrol, Main Street City department
5. City Employees: Competitive wages and benefits, proper and up to date equipment
6. Residents: Improve/expand parks/trails, more involvement (Coffee with CM, Town Halls etc.), explore public/private partnerships, strategic sidewalk plan
7. Development Services Dept: New director, review of boards and commissions

City Council Budget and Community Priorities

Tony Klein, cont.

1. Transportation projects/traffic issues
2. Enforcement of STR Ordinance and other violations
3. Development/contractor communications

City Council Priorities – Summary

Mayor Jeryl Hoover

1. Expand historic preservation and the arts
2. Expand recreational/educational opportunities for our children/youth

Mayor Pro Tem Emily Kirchner

1. Grant opportunities
2. HOT collection and distribution
3. Main Street Designation

Todd Eidson

1. Water
2. HRB
3. Pedestrian safety/mobility
4. Parks and recreation
5. Affordable Housing
6. HOT
7. Middle School Campus
8. Turner Hall and Former TX Rangers facilities

Bobby Watson

1. Water
2. Solid waste/recycling
3. Transportation projects
4. Main Street initiatives
5. City Employee wages and benefits
6. Development Services Department

Tony Klein

1. Law Enforcement
2. Transportation projects/traffic issues
3. Ordinance enforcement
4. Development/contractor communications

Major Projects and Initiatives

1. Comprehensive Plan
2. Community Amenities
 - a. Racquet Center
 - b. Sidewalks/Trails
 - c. Public Restrooms
 - d. Little League Ball Fields
3. Public Works
 - a. New Water Reclamation Facility
 - b. New Water Supply Well
 - c. Long Term Water Supply Study
 - d. New Public Works Community Outreach Position

Major Projects and Initiatives

- 3. Public Works, Cont.
 - e. Landfill Transfer Station
- 4. Future Projects/Opportunities & City Owned Property
 - a. New/Existing City Hall
 - b. Turner Hall
 - c. Former Texas Rangers Facility
 - d. Main Street Specific Initiatives
 - e. Expanded use of HOT – Historic Preservation/Promotion of the arts

Ordinance Amendments

Ordinance Amendments

1. Unified Development Code
2. Water Conservation Ordinance
3. Surcharges for Watering Violations
4. Fuel Islands
5. Sound Ordinance
6. Standardized Business Ordinance
7. Open Containers
8. Sales of Alcoholic Beverages after 12am

Strategic Plan

What is a Comprehensive Plan

A comprehensive plan is a long-term planning document outlining the vision, goals, and strategies for the physical, economic, and social development of your community. It's a guide for decision-making and policy development, encouraging the growth and development in your area to be aligned with its values and priorities. More than a zoning map and more than a downtown plan these plans are “comprehensive” thus encompass everything.

What is a Strategic Plan

A strategic plan is a shorter-term planning document that outlines specific actions and resources needed to achieve the goals and objectives outlined in the broader, overarching comprehensive plan. It focuses on the implementation of specific programs and projects while typically being reviewed and updated on an annual basis to remain relevant and effective.

A strategic plan is a vital tool for Cities to ensure the priorities set by the City Council are conveyed in the organization's goals, that strategies and timelines are clearly developed to meet these goals, and that overall City government is accountable to meeting community needs.

Comp. Plan Vision



Vision for Fredericksburg

With this vision as our compass, the City of Fredericksburg aims to create a resilient and prosperous future for generations to come

Embracing our heritage, natural beauty, and vibrant community spirit, we envision a future where our unique charm harmonizes with sustainable development.

We strive to cultivate a thriving city that honors our rich history while embracing innovation, fostering economic prosperity, and enhancing the quality of life for the community of Fredericksburg.

Comp. Plan Guiding Principles



NEIGHBORHOOD QUALITY

- Fredericksburg will strengthen and enhance the livability of neighborhoods where families can live.
- Fredericksburg will encourage the creation and maintenance of quality, affordable housing for residents of all backgrounds and income levels.



WORKFORCE

- Fredericksburg will foster an environment for developing and retaining quality talent in targeted industries.
- Fredericksburg will maintain a resilient, diverse, and sustainable economy that supports both existing and new locally-owned businesses.



TOURISM

- Fredericksburg will prioritize a unique, small-town character which promotes its heritage.
- Fredericksburg will attract visitors for its diverse retail, service, entertainment, and recreation options.



CITY CENTER

- Fredericksburg will preserve the historic charm of Main Street while cultivating a sense of place and expanding the City Center to better serve the residents.



MOBILITY

- Fredericksburg will have a well-planned thoroughfare network that reduces vehicular congestion within the city.
- Fredericksburg will support safe, comfortable, and convenient transportation systems.



SMALL-TOWN SENSITIVE GROWTH

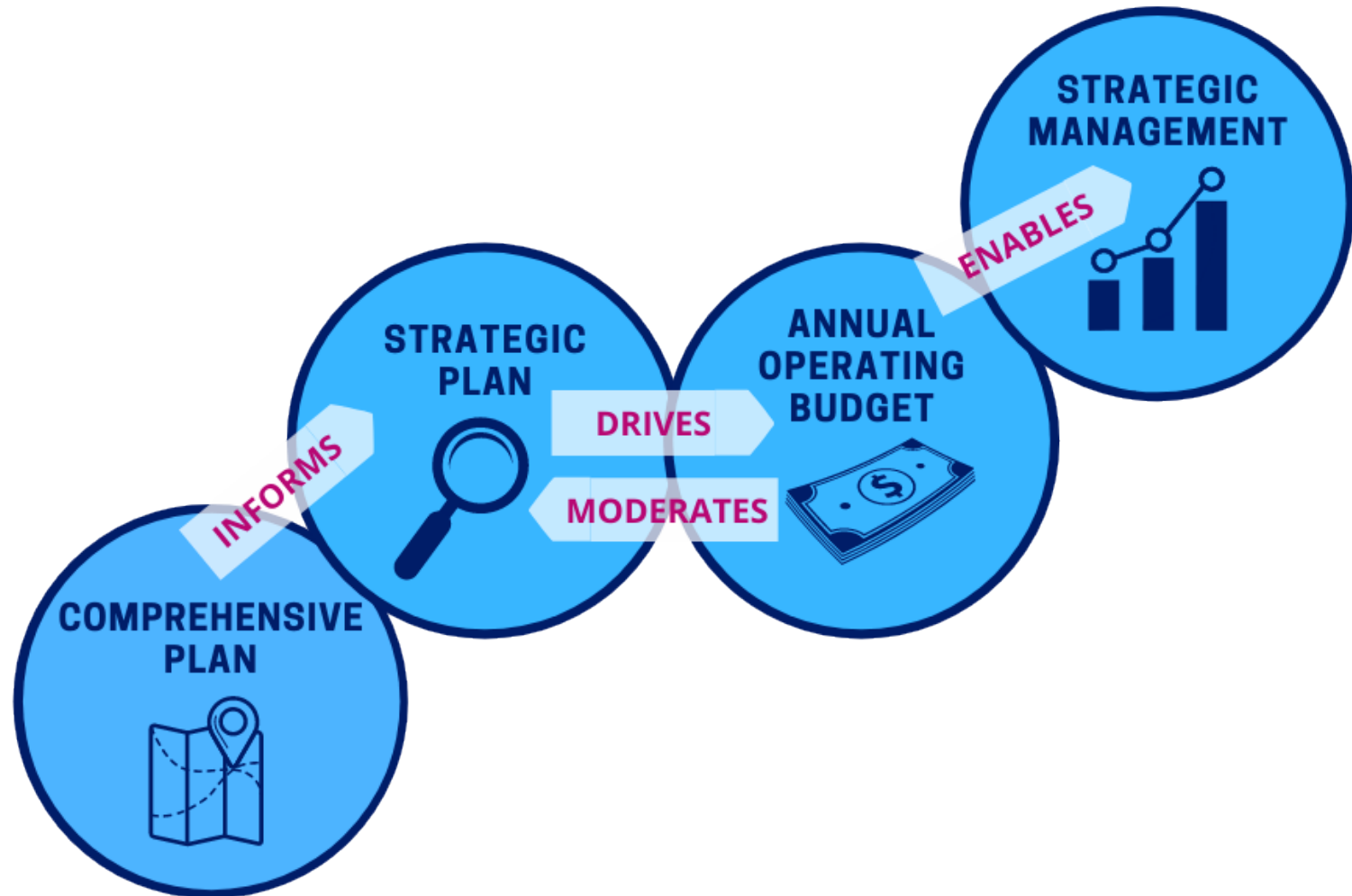
- Fredericksburg will implement land use patterns and related policies to support its unique community character and natural resources, improve residents' quality of life, and deliver incremental growth that optimizes its infrastructure and service capacity.



GOVERNANCE

- Fredericksburg will provide communication and engagement to create a healthy, safe, and informed community.
- Fredericksburg will invest efficiently in infrastructure to ensure a vibrant, livable, and economically robust community.

Comp. Plan/Strategic Plan Relationship



Planning Documents 2013-2025

1. 2016 - Drainage Master Plan
2. 2017 - Transportation Mater Plan
3. 2018 - Water, Wastewater & Reclaimed Water Master Plan
4. 2018 - A Path to the Future
5. 2023 - Capital Improvement Plan (updated annually)
6. 2024 - Parks and Recreation Master Plan
7. 2024 - Comprehensive Plan

Proposed Rolling Strategic Plan Format

The Rolling Strategic Plan is an organizational document that brings together and highlights key components, recommendations, and implementation priorities of all the major planning documents for the City of Fredericksburg. It summarizes each of the individual documents and provides one source for elected officials and the community to go to look at key highlights and recommendations from each plan. The term “Rolling” signifies that the strategic plan is a living document that is updated on an annual basis.

Elements of the Proposed Rolling Strategic Plan

Part 1: Introduction, Purpose, Vision and Mission

This section introduces and explains the purpose and vision of the strategic plan

Part 2: Community and Demographics

This section presents a community profile of Fredericksburg including the

Proposed Strategic Plan Format

Part 3: Goals and Guiding Principles

This section describes the overall goals and accompanying principles by which all of the following documents described in this plan form their basis.

Goals and guiding principles are derived from all major planning documents and City Council community priorities.

Part 4: 2024 Comprehensive Plan

Part 5: 2024 Parks and Recreation Master Plan

Part 6: 2018 A Path to the Future

Part 7: 2018 Water, Wastewater and Recl. Water Master Plan

Part 8: 2017 Transportation Master Plan

Part 9: 2016 Drainage Master Plan

Part 10: Master Action Item List

This list contains all major actionable items from every plan in this document that have budget implications as well as the most current Capital Improvement Plan. Progress updates are incorporated into

Strategic Plan Next Steps

Phase 1

1. Mission and Vision Statements:

Vision Statement: A concise, inspiring statement that outlines the desired future state of the city.

Mission Statement: Define the purpose and core values of the city organization, clarifying its role in serving the community.

2. Goal Setting:

Establish broad, overarching goals that reflect the city's vision and mission. Develop specific, measurable, achievable, relevant, and time-bound objectives aligned with each strategic goal.

3. Strategies and Initiatives:

Identify high-level strategies and approaches to achieve each goal. Define specific initiatives, projects and actions required to implement strategies effectively.

Strategic Plan Next Steps

Phase 2

1. Performance Measurement and Monitoring:

Define quantifiable metrics to track progress toward each objective and goal.

Monitoring and Evaluation: Establish processes for regular monitoring, evaluation, and reporting to assess the effectiveness of the strategic plan and make necessary adjustments.

2. Resource Allocation and Budgeting:

Assess the financial, human, and technological resources needed to execute the strategic plan. Align budgetary allocations with the priorities outlined in the strategic plan, ensuring sufficient funding for key initiatives.

3. Communication and Implementation:

Develop a comprehensive communication plan to share the strategic plan with stakeholders and the broader community, fostering transparency and engagement. Outline timelines, responsibilities, and milestones for implementing the strategic plan, ensuring accountability and progress tracking.