



City of Fredericksburg

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

City Council

Jeryl Hoover, Mayor
Emily Kirchner, Mayor Pro-Tem
Bobby Watson, Councilmember
Tony Klein, Councilmember
Todd Eidson, Councilmember

City Staff

Clinton Bailey, City Manager
Garret Bonn, Asst. City Manager
Leticia Vacek, City Secretary
Krista Wareham, Finance Director
Aaron Anderegg, IT Director
Sean Doerre, PIO

Also Present:

Jim Riley, Gillespie Elections Administrator
Annette Bennett, Resident

1. CALL TO ORDER

Mayor Jeryl Hoover called the Work Session Meeting to order.

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)

City Manager Bailey kicked off the meeting and welcomed everyone to a lengthy but what will be a productive session. He noted that no formal action would be taken but various items would be addressed later adding that the purpose was to gather input and direction. He referenced the agenda listing the items that would be covered. He noted that lunch would be brought in to continue with the session agenda.

AGENDA OVERVIEW

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

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)

City Secretary Vacek presented the items listed under the Council Orientation and spoke to the requirements of the City Charter, Ethics Code, Texas Open Meetings Act and the Public Information Act. Sean Doerre presented Item E - Communication and Media Policy. With regards to future Charter Amendments, City Secretary Vacek noted that the charter could only be amended every two years. A discussion was held with regards to extending the Council terms to 3 years. Staff will look into the City of Boerne Council Term transition process and bring that back to the Council.

With regards to the Elections item, Jim Riley, Annette Bennett, and Leticia Vacek addressed the Council concerns and questions. It was the consensus of the Council to direct the City Manager and City Secretary to utilize Machine Counting. City Secretary Vacek stated that action on said item would be part of contracting the city election to the Gillespie County Election Office.

The City Council reviewed the Boards and Commission, and it was the consensus to wait until the new Development Services Director was in place to review in depth.

City Council Community Priorities

The Mayor and Councilmembers provided the following listing of Council Priorities below:

Building a partnership with organizations/individuals seeking to explore and implement a strategy to expand historic preservation and the arts.

Building a partnership with organizations/individuals seeking to explore and implement a strategy to expand recreational/educational opportunities for our children/youth.

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.

Transform existing practices on HOT collection and distribute to maximize spending in categories leveraged for locals. Strive for an excellent quality of life.

Pursue designation as a Main Street community and apply for relevant funding opportunities available in the program.

Water Conservation measures for household.

City website – Kneese & Baab presentation.

Revise watering restrictions & communication.

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 related to water.
 Historic Review Board - Review violations and the associated fines and increase fines for repeat violators.
 Murals – Art Board; see HOT below.
 Hotel Occupancy Tax (HOT): Leverage Arts & Historic Preservation HOT dollars to address Murals to mitigate subjectiveness.
 Pedestrian Safety & Mobility: Sidewalks (increase budget).
 Painted crosswalks, Signaled crosswalks.
 Hiking & walking trails, greenways / Bike lanes / Traffic calming options.
 Parks and Recreation - Increase budget by at least 5%.
 Affordable Housing.
 Turner Hall & Former Texas Rangers Facility.
 City Water Infrastructure: Continue replacing old pipes, long term water study, new well fields
 Waste: Transfer Station/Recycling.
 Transportation Projects: Morse and Cherry Street extension Projects.
 Main Street, CUP, historic preservation, sidewalks, trash, PD foot patrol, Main Street City Department.
 City Employees - Competitive wages and benefits, proper and up to date equipment.
 Residents - Improve/expand parks/trails, more involvement i.e., Coffee with CM, Town Halls.
 Explore public/private partnerships (P3).
 Continuous Strategic sidewalk plan.
 Development Services Dept - New Director, review of boards and commissions.
 Transportation projects/traffic issues.
 Enforcement of STR Ordinance and other violations.
 Development/contractor communications.

City Manager Bailey discussed long-term infrastructure maintenance, and the facility needs to include the city hall and public safety buildings. He noted upcoming major projects requiring budget or bond support.

Major Projects and Initiatives

City Manager Bailey summarized past work sessions and their impact. He referenced the success of prior planning efforts and their role in shaping capital projects. Assistant City Manager Garret Bonn presented the following items.

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.

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

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

After a lengthy discussion on the above items, it was determined that staff would bring back the following ordinances and/or follow through with the requirements to implement the following:

Limiting the location of Vape Shops/CBD

Update the Sidewalk Map adding sidewalks/trails for new developments (UDC).
Water Conservation Ordinance with revised stages and surcharges. Add minimal impact development guide for low flow and landscape, promote rainwater collection.

Require a CUP for fuels islands greater than 3 (not within CBD/Historic Shopping District).

Revise Noise/Sound Ordinance to include nuisances abutting commercial and residential.

Standardized Business Ordinance to be revised.

Prohibit the sale of alcohol after midnight.

Revise fines for historic preservation violations; review commercial vs residential fines.

Provide for contracting City Elections to Gillespie County to include electronic machine count instead of hand count.

Charter Amendment Election – Revise Council Terms to 3 years.

Mr. Bonn presented budget constraints and department level forecasting which included rising costs in personnel and materials, technology investments for modernization, and balancing conservative budgets with smart growth. City Manager Bailey asked the Council of their comfort level for contingency reserves

and debt thresholds. City Manager Bailey also raised staffing shortfalls in Police, Utilities, Admin, and the impact of regional competition.

Strategic Plan

City Manager Bailey covered the Comprehensive Plan and Strategic Plan components.

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 is 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.

City Manager Bailey closed the presentation and referenced the following:

Strategic Plan Next Steps Phase 1 and:

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.

Councilmembers expressed concern for residential development pressure, tourism impact on infrastructure, and the need for updated long-range planning. City Manager Bailey mentioned the Comprehensive Plan update and timeline.

In conclusion, staff will compile council feedback and will follow up with timelines for the following items: Facility upgrade priorities, Budget Modeling scenarios, and Council requested information.

Vision for Fredericksburg

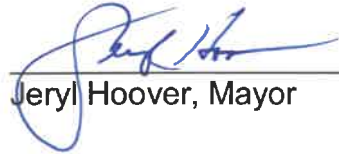
With this Vision as our compass, the City of Fredericksburg aims to create a resilient and prosperous future for generations to come.

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

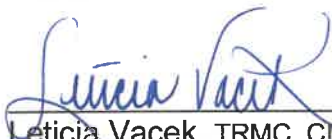
We strive to cultivate a thriving city that honors our rich history while embracing innovation, fostering economic prosperity, and enhancing the quality of life for the community of Fredericksburg.

3. ADJOURN

Mayor Hoover adjourned the meeting at 3pm.


Jeryl Hoover, Mayor

Attest:


Leticia Vacek, TRMC, CMC, MMC
City Secretary/Records Mgmt. Officer