



BAY CITY

REVISED MINUTES • DECEMBER 18, 2014

Council Chambers

Special Meeting

6:00 PM

**1901 5TH STREET
BAY CITY, TX 77414**

1. CALL TO ORDER & CERTIFICATION OF QUORUM

Attendee Name	Title	Status	Arrived
Chrystal Folse	Councilwoman	Present	
Steven Johnson	Councilman	Present	
Mark Bricker	Mayor	Present	
Carolyn Thames	Mayor Pro-Tem	Present	
Julie Estlinbaum	Councilwoman	Present	
William Cornman	Councilman	Present	

2. REGULAR ITEMS FOR DISCUSSION, CONSIDERATION AND/OR APPROVAL:

1. Report

PRESENTATION ON THE USE OF GUIDING PRINCIPLES FOR VISION BAY CITY 2040 AND HOW TO DIRECT GOALS FOR IMPLEMENTATION.

Mayor Bricker provided a Powerpoint presentation on how to implement and create guidelines for the 2040 goals. He stated his goal was for Council to adopt the principles he had discussed, and then move forward with assigning the tasks in the 2040 Plan. The Mayor provided everyone with a handout, which included a timeline.

Councilman Johnson suggested that it was a living document and it would change. Mayor stated that he would like for the 2040 Plan to be associated with the guidelines.

Council was very glad that the Mayor made the presentation. They thought it was a great presentation.

Councilman Cornman wondered where in the Mayor's timeline would he take his presentation to the different boards and organizations. Mayor stated he would take his presentation to the other organizations after February 12th. He added that he wanted to solidify the objectives first.

It was Council's consensus to meet with the other entities by April 1, 2015.

Councilman Cornman stated that the one thing he was looking for in the Mayor's presentation was the cost or the creative funding element. He asked that the Mayor add to the second page of his handout the rollout for the presentation.

3. ITEMS / COMMENTS & MAYOR AND COUNCIL MEMBERS

Council commended Mayor on a job well done.

4. ADJOURNMENT

AGENDA NOTICES:**Action by Council Authorized:**

The City Council may vote and/or act upon any item within this Agenda. The Council reserves the right to retire into executive session concerning any of the items listed on this Agenda, pursuant to and in accordance with Texas Government Code Section 551.071, to seek the advice of its attorney about pending or contemplated litigation, settlement offer or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas conflict with the Open Meetings Act and may invoke this right where the City Attorney, the Mayor or a majority of the Governing Body deems an executive session is necessary to allow privileged consultation between the City Attorney and the governing body, if considered necessary and legally justified under the Open Meetings Act. The City Attorney may appear in person, or appear in executive session by conference call in accordance with applicable state law.

Attendance By Other Elected or Appointed Officials:

It is anticipated that members of other city board, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the other boards, commissions and/or committees of the City, whose members may be Agenda City Council August 8, 2013 in attendance. The members of the boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that board, commission or committee subject to the Texas Open Meetings Act.

Executive Sessions Authorized:

This agenda has been reviewed and approved by the City's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of Texas Government Code Chapter 551 by legal counsel for the governmental body and constitutes an opinion by the attorney that the items discussed therein may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion.

This is to certify that the above notice of a Workshop Meeting was posted on the front window of the City Hall of the City of Bay City, Texas on Monday, December 15, 2014, before 6:00 p.m. Any questions concerning the above items, please contact Mayor Mark A. Bricker at (979) 245-2137.

Rhonda Clegg
City Secretary



City Council
1901 5Th Street
Bay City, TX 77414

SCHEDULED

Meeting: 12/18/14 06:00 PM
Department: City Secretary
Category: Report
Prepared By: Rhonda Clegg
Initiator: Rhonda Clegg
Sponsors:
DOC ID: 1722

DISCUSSION ITEM (ID # 1722)

**PRESENTATION ON THE USE OF GUIDING PRINCIPLES FOR
VISION BAY CITY 2040 AND HOW TO DIRECT GOALS FOR
IMPLEMENTATION.**

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
1	Land U	L G1	Review and Update Development Process	Identify best practices from other communities	Nov-14	Planning Com.,,,,
2	Land U	L G1	Review and Update Development Process	Identify necessary improvements to ensure efficient, fair, clear development process	Nov-14	Planning Com.,,,,
3	Land U	L G1	Review and Update Development Process	Ensure subdivision ordinance provides for adequate setbacks and buffers between incompatible uses (like residential and industrial) to mitigate negative impacts	Nov-14	Planning Com.,,,,
4	Land U	L G1	Review and Update Development Process	Utilize recommendations from Comprehensive Plan as part of process	Nov-14	Planning Com.,,,,
5	Land U	L G1	Review and Update Development Process	Provide adequate staff, with sufficient training and resources to provide efficient service	Jun-15	City Council,, ,
6	Land U	L G2	Encourage Development on Vacant and Undeveloped Land Within the City Limits	Establish an inventory of Undeveloped and Vacant Land within the City	Jan-18	Planning Com.,,,,
7	Land U	L G2	Encourage Development on Vacant Land	Consider incentives for redevelopment of these properties	Jan-18	BCCDC,City Council,,,
8	Land U	L G2	Encourage Development on Vacant Land	Develop feasibility studies for large abandoned properties to use as marketing tool (start with shopping center at SH 60 south)	Jan-19	Planning Com.,City Council,City Staff,,
9	Land U	L G2	Encourage Development on Vacant Land	Provide outreach and education to property owners to build redevelopment	Jun-15	Planning Com.,,,,
10	Land U	L G2	Encourage Development on Vacant Land	Review ordinances to ensure they allow for quality redevelopment	Nov-14	Planning Com.,,,,
11	Land U	L G3	Protect Neighborhood Integrity and Quality of Life	Ensure adequate landscape buffers and setbacks between residential, commercial, and industrial uses during subdivision review process	Jun-15	City Staff,Planning Com.,,,Mayor
12	Land U	L G3	Protect Neighborhood Integrity	Consider development of a Lighting Ordinance to mitigate light pollution	Jun-17	Planning Com.,,,,
13	Land U	L G3	Protect Neighborhood Integrity	Support industrial development where traffic and other impacts can be mitigated (around Tenaris site and north industrial park are good locations)	Jun-15	City Staff,,,,Mayor
14	Land U	L G4	Consider Development of a Zoning Ordinance	Review Ordinances from similar communities	Jan-19	Planning Com.,,,,
15	Land U	L G4	Consider Devel of a Zoning Ordinance	Create Task Force of citizens, business owners, property owners, city leaders	Jun-19	Planning Com.,City Council,,,
16	Land U	L G4	Consider Devel of a Zoning Ordinance	Develop Draft Ordinance, Zoning Map, etc.	Aug-19	,Planning Com.,,,

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
17	Land U	L G4	Consider Devel of a Zoning Ordinance	Conduct public engagement to educate citizens about zoning and build support	Jan-20	,Planning Com.,,,
18	Land U	L G4	Consider Devel of a Zoning Ordinance	If supported by citizens, create Zoning Ordinance that incorporates citizen concerns identified in public engagement process	Jun-20	,Planning Com.,,,
19	Land U	L G4	Consider Devel of a Zoning Ordinance	Adopt Zoning Ordinance	Sep-20	City Council,,,
20	Housir	H G1	Continue Existing Policies to Support New Housing Development	Continue CDC support and incentives	Nov-14	BCCDC,,,
21	Housir	H G1	Support New Housing Development	Continue to provide City utility assistance for new development	Nov-14	City Council,,,
22	Housir	H G1	Support New Housing Development	Be consistent with City assistance and ensure timely installation of promised infrastructure	Nov-14	City Council,,,
23	Housir	H G1	Support New Housing Development	Review programs and determine if more incentive is needed to encourage housing	Sep-15	BCCDC,City Council,,
24	Housir	H G2	Develop Marketing Plan for Bay City to Developers	Identify regional builders in Bay City and western Houston suburbs	Jan-14	BCCDC,,,
25	Housir	H G2	Marketing Plan for Developers	Continue existing advertising	Nov-14	BCCDC,,,
26	Housir	H G2	Marketing Plan for Developers	Target new employers to encourage employees to live in Bay City	Nov-14	BCCDC,CoC,,
27	Housir	H G2	Marketing Plan for Developers	Celebrate new subdivision opening and new builders recruitment	Nov-14	BCCDC,CoC,,
28	Housir	H G2	Marketing Plan for Developers	Target marketing for Senior Housing	Nov-14	BCCDC,,,
29	Housir	H G2	Review Regulations to Encourage 2nd Floor Residences in Downtown	Identify best practices from other communities	Nov-14	Planning Com.,,,
30	Housir	H G2	Encourage 2nd Floor Residences	Determine needed changes in Bay City regulations	Nov-14	Planning Com.,,,
31	Housir	H G2	Encourage 2nd Floor Residences	Make recommended changes to ordinance to reflect best practices	Jan-15	Planning Com.,City Council,,
32	Housir	H G2	Encourage 2nd Floor Residences	Ensure City staff has proper training and understanding to implement new ordinances and ensure appropriate implementation	May-15	City Staff,,,,Mayor
33	Housir	H G3	Develop Volunteer Network to Provide Basic Home Maintenance to Low Income	Ministerial can take leadership role to create network (build on program starting at the Episcopal Church)	Jan-15	Ministerial,,,
34	Housir	H G3	Provide Basic Home Maintenance to Poor	Develop network of volunteers to provide assistance	Jun-15	Ministerial,,,

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
35	Housing	H G3	Provide Basic Home Maintenance to Poor	Develop method for those in need to request assistance	Mar-15	Ministerial,,,,
36	Housing	H G3	Provide Basic Home Maintenance to Poor	Reach out to local hardware stores, Walmart, etc. to donate materials	Jun-15	Ministerial,,,,
37	Housing	H G3	Provide Basic Home Maintenance to Poor	Reach out to local contractors, builders, etc. to assist with larger tasks	Jun-15	Ministerial,,,,
38	Housing	H G4	Make Land Available for Habitat for Humanity, Southeast Texas Housing Corporation, etc.	Develop inventory of abandoned property with past due taxes	Jun-15	County,,,,
39	Housing	H G4	Land Available for Affordable Housing	Partner with County, City, ISD, and other taxing entities to take ownership, starting with properties not sold at tax auctions	Jan-16	County,City Council,,,
40	Housing	H G4	Land Available for Affordable Housing	Clear property and make ready for new development	Jun-16	City Council,,,,
41	Housing	H G4	Land Available for Affordable Housing	Donate to suitable home builder once ready for building	Sep-16	City Council,,,,
42	P&R	P G1	Develop a Parks Commission and Friends of the Parks Organization	Identify individuals to serve on Parks Commission, which is an advisory commission to Council (like Planning Com.)	Jan-15	City Council,City Park Staff,,,
43	P&R	P G1	Park Volunteer Board/ Organization	Define role and responsibility for Parks Commission	Jan-15	City Council,,,,
44	P&R	P G1	Park Volunteer Board/ Organization	Formally create and appoint Parks Commission	Apr-15	City Council,,,,
45	P&R	P G1	Park Volunteer Board/ Organization	Identify individuals to serve as initial board for Friends of Parks	Jan-15	City Council,City Park Staff,,,
46	P&R	P G1	Park Volunteer Board/ Organization	Create Board	Apr-15	City Council,City Park Staff,,,
47	P&R	P G1	Park Volunteer Board/ Organization	Define mission of organization, create bylaws, etc.	Jun-15	City Park Staff,,,,Mayor
48	P&R	P G2	Partner with ISD to Make Facilities Available for Public Recreation	Work with ISD Board to review policies for public use	Jan-15	City Council,BCISD,,,
49	P&R	P G2	ISD Facilities for Public Recreation	Identify funding source to pay for costs associated with recreational use	Mar-20	City Council,BCISD,,,
50	P&R	P G2	ISD Facilities for Public Recreation	Identify responsible supervision (City hires, ISD Coaching staff, etc.)	Apr-15	City Council,BCISD,City Park Staff,,
51	P&R	P G2	ISD Facilities for Public Recreation	Set programming, rules, expectations and publicize availability for summer recreations	Apr-15	City Park Staff,,,,Mayor
52	P&R	P G2	ISD Facilities for Public Recreation	Run Summer programming	Jun-15	City Park Staff,BCISD,,Mayor

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
53	P&R	P G3	Prioritize Needed Improvements at Existing Parks	Parks Staff is developing inventory of needs and issues	Nov-14	City Park Staff,,,,Mayor
54	P&R	P G3	Prioritize Needed Park Improvements	Consider funding to develop Parks and Open Space Master Plan (will open up TPWD and other funding sources)	Jun-15	City Park Staff,City Council,,,Mayor
55	P&R	P G3	Prioritize Needed Park Improvements	Implement improvements based on prioritized need as funding allows	Sep-15	City Council,City Park Staff,,,
56	P&R	P G3	Prioritize Needed Park Improvements	Consider Bond or Certificates of Obligation to make major investments in park improvements	Jan-20	City Park Staff,City Council,,,Mayor
57	P&R	P G4	Identify Additional Funding Sources for Parks Improvements and Programs	Modify Subdivision Ordinance to allow fee in lieu of parkland dedications	Jan-15	Planning Com.,City Council,,,
58	P&R	P G4	Identify Park Funding Sources	support park improvements	Sep-15	City Park Staff,City Council,,,Mayor
59	P&R	P G4	Identify Park Funding Sources	Reach out to businesses and individuals to sponsor facilities and events	Nov-14	City Park Staff,,,,Mayor
60	P&R	P G5	Initiate New Recr Programs	Identify programs desired by residents through a community survey	Apr-15	City Park Staff,,,,Mayor
61	P&R	P G5	Initiate New Recr Programs	Determine resources needed to implement desired programs (funding, facilities, staff)	May-15	City Park Staff,,,,Mayor
62	P&R	P G5	Initiate New Recr Programs	Work to find additional funding sources and sponsorships for specific programs	May-15	City Park Staff,,,,Mayor
63	P&R	P G5	Initiate New Recr Programs	Include budget for programming in 2016 budget	May-15	City Council,,,
64	P&R	P G5	Initiate New Recr Programs	Begin aggressive volunteer recruitment and hiring process to ensure adequate staff for programming	Jan-16	City Park Staff,,,,Mayor
65	P&R	P G5	Initiate New Recr Programs	Promote programs to ensure citizen involvement	Jan-16	City Park Staff,,,,Mayor
66	P&R	P G6	Develop Sidewalk and Trail Connectivity Throughout Town	Prioritize community destinations for connections	Jun-15	City Council,City Park Staff,,,
67	P&R	P G6	Develop Sidewalk and Trail Connectivity	Identify routes for new trails using drainage, abandoned rail right of way as backbone for network	Sep-15	City Council,City Park Staff,,,
68	P&R	P G6	Develop Sidewalk and Trail Connectivity	Include bike lanes and sidewalks as roads are rebuilt where feasible	Jan-16	City Staff,,,,Mayor
69	P&R	P G6	Develop Sidewalk and Trail Connectivity	Install new trails as funding becomes available	Jun-16	City Council,City Staff,City Park Staff,,
70	P&R	P G7	Upgrade / Develop a Sports Complex	Identify best practices from other communities for construction funding and on-going expenses	Jan-20	City Park Staff,,,,Mayor

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
71	P&R	P G7	Upgrade / Develop a Sports Complex	Develop funding plan to cover construction costs and on-going costs	Jun-20	City Park Staff,,,,Mayor
72	P&R	P G7	Upgrade / Develop a Sports Complex	Identify appropriate location	Jun-20	City Park Staff,,,,Mayor
73	P&R	P G7	Upgrade / Develop a Sports Complex	Construct complex	Jan-21	City Park Staff,,,,Mayor
74	P&R	P G7	Upgrade / Develop a Sports Complex	Market complex for regional tournaments	Jan-22	CoC,,,,
75	P&R	P G8	Develop a Community / Recreation Center	Identify best practices from other communities for construction funding and on-going expenses	Jan-25	City Park Staff,,,,Mayor
76	P&R	P G8	Develop a Community / Recreation Center	on-going costs	Jun-25	City Park Staff,,,,Mayor
77	P&R	P G8	Develop a Community / Recreation Center	Identify appropriate location	Jun-25	City Park Staff,,,,Mayor
78	P&R	P G8	Develop a Community / Recreation Center	Construct complex	Jan-26	City Park Staff,,,,Mayor
79	P&R	P G8	Develop a Community / Recreation Center	Develop programming for all ages	Jan-26	City Park Staff,,,,Mayor
80	P&R	P G8	Develop a Community / Recreation Center	Ensure adequate staffing for programming and proper maintenance	Jan-27	City Park Staff,,,,Mayor
81	P&R	P G9	Develop a Park at SH 35 and Colorado River	Determine land availability and how much is needed	Jan-27	City Park Staff,,,,Mayor
82	P&R	P G9	Develop a Park at SH 35 and Colorado River	Develop park plan and design	Jun-27	City Park Staff,,,,Mayor
83	P&R	P G9	Develop a Park at SH 35 and Colorado River	Develop funding plan to cover construction costs and on-going costs	Jan-28	City Park Staff,,,City Staff,Mayor
84	P&R	P G9	Develop a Park at SH 35 and Colorado River	Construct Park	Jan-27	City Park Staff,,,,Mayor
85	P&R	P G9	Develop a Park at SH 35 and Colorado River	Ensure adequate staffing for programming and proper maintenance	Jan-27	City Park Staff,,,,Mayor
86	DT	DT G1	Improve Appearance of Downtown	All public buildings should be clean and well maintained	Nov-14	City Staff,,,,Mayor
87	DT	DT G1	Improve Appearance of Downtown	Work with business owners and civic groups to install more landscaping and planters	Jan-16	Main Street,HDBA,,,
88	DT	DT G1	Improve Appearance of Downtown	Install additional trash cans throughout downtown	Jan-15	Main Street,,,,
89	DT	DT G1	Improve Appearance of Downtown	Have strict enforcement of no littering	Jun-15	City Fire/Police,,,,Mayor

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
90	DT	DT G1	Improve Appearance of Downtown	Consider tax abatements for improvements and maintenance of buildings	Jan-16	Main Street,City Council,,,
91	DT	DT G2	Conduct Regular Events in the Downtown	Review existing activities and determine changes needed to reinvigorate and make more popular	Jan-15	Main Street,,,,
92	DT	DT G2	Conduct Regular Events in the Downtown	Identify opportunities for new programs (Movies on the Square, School band and choir performances)	Jun-15	Main Street,,,,
93	DT	DT G2	Conduct Regular Events in the Downtown	Roll out new events and revitalized existing events	Jan-16	Main Street,,,,
94	DT	DT G2	Conduct Regular Events in the Downtown	Continue to review programming and identify new opportunities	Jan-16	Main Street,,,,
95	DT	DT G2	Encourage Business Owners to Stay Open Later	Conduct regular events 1 or 2x per month to start building support	Jan-15	Main Street,HDBA,,,
96	DT	DT G2	Encourage Business Owners to Stay Open Later	Conduct an economic study to show lost business from early closing	Jun-15	Main Street,,,,
97	DT	DT G3	Utilize Historic Assets in Bay City	Develop inventory of historic properties throughout Bay City	Jan-18	Historic Commission,Main Street,,
98	DT	DT G3	Utilize Historic Assets in Bay City	Develop walking / driving tours of historic properties	Jun-18	Historic Commission,CoC,Main Street,,
99	DT	DT G3	Utilize Historic Assets in Bay City	Develop oral history of Bay City	Jan-19	Historic Commission,BCISD,,,
100	DT	DT G4	Implement North Downtown Plan	Identify funding resources	Jan-16	City Council,BCCDC,,,
101	DT	DT G4	Implement North Downtown Plan	Implement improvements as funding is available	Jan-16	City Council,,,,
102	DT	DT G4	Implement North Downtown Plan	Ensure improvements connect to rest of downtown (sidewalks, infrastructure, etc.)	Jan-16	City Council,,,,
103	DT	DT G5	Provide Sidewalks Throughout Downtown	Identify gaps in existing sidewalk network	Jan-17	Main Street,City Staff,,
104	DT	DT G5	Provide Sidewalks Throughout Downtown	Identify funding source for needed improvements	Jun-17	City Council,,,,
105	DT	DT G5	Provide Sidewalks Throughout Downtown	Implement as funding allows	Sep-17	City Council,City Staff,,,
106	DT	DT G6	Update Wayfinding and Signage Plan	Review and update 'Brand' used in signage	Jan-18	Main Street,,,,
107	DT	DT G6	Update Wayfinding and Signage Plan	Identify key community destinations (parks, downtown, city buildings, parking)	Jun-18	Main Street,City Staff,,
108	DT	DT G6	Update Wayfinding and Signage Plan	Identify locations for signage	Jan-19	Main Street,City Staff,,

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
109	DT	DT G6	Update Wayfinding and Signage Plan	Identify funding source for signage	Jun-19	Main Street,BCCDC,CoC,,
110	DT	DT G6	Update Wayfinding and Signage Plan	Install signage as funding allows	Sep-19	City Staff,,,,Mayor
111	DT	DT G7	Identify Parking Opportunities	Develop shared parking policy with existing property and business owners	Jan-15	Main Street,HDBA,,
112	DT	DT G7	Identify Parking Opportunities	Restripe existing parking to allow for more spots	Jan-16	City Staff,,,,Mayor
113	DT	DT G7	Identify Parking Opportunities	Acquire vacant lots and develop parking lots	Jan-20	City Council,Main Street,HDBA,,
114	DT	DT G8	Develop Public Restrooms	Identify funding for development and on-going maintenance and cleaning	Jan-20	Main Street,,,,
115	DT	DT G8	Develop Public Restrooms	Identify location for restrooms	Jan-21	Main Street,,,,
116	DT	DT G8	Develop Public Restrooms	Construct restrooms	Jun-21	Main Street,,,,
117	DT	DT G8	Develop Public Restrooms	Provide on-going maintenance and cleanliness	Jan-22	Main Street,City Staff,,,
118	QoL	L G1	Develop a Pro-Bay City and BCISD Promotion Campaign	Continually highlight positive news and events through social media, newspaper, local radio, etc.	Nov-14	City Council,City Staff,BCISD,,CoC
119	QoL	L G1	Bay City and BCISD Promotion Campaign	Reach out to community leaders and educate them on positive events and happenings	Nov-14	City Council,City Staff,BCISD,,CoC
120	QoL	L G1	Bay City and BCISD Promotion Campaign	Positively respond to negative comments and feedback	Nov-14	City Council,City Staff,BCISD,,CoC
121	QoL	L G1	Bay City and BCISD Promotion Campaign	Address legitimate issues and challenges	Nov-14	City Council,City Staff,BCISD,,CoC
122	QoL	L G2	Provide Consistent, Fair Code Enforcement	Develop prioritized list of code infractions	Jan-15	City Staff,,,,Mayor
123	QoL	L G2	Provide Consistent, Fair Code Enforcement	Provide opportunity to come into compliance before strict enforcement	Jun-15	City Staff,,,,Mayor
124	QoL	L G2	Provide Consistent, Fair Code Enforcement	Work to identify assistance and resources for those unable to address infractions	Jan-16	City Staff,,,,Mayor
125	QoL	L G3	Conduct Regular Community Clean-Up Events	All public facilities should be clean and well maintained	Nov-14	City Staff,,,,Mayor
126	QoL	L G3	Regular Community Clean-Up Events	Conduct regular bulk trash, brush, and HHW clean ups (contract with waste provider should cover this)	Nov-14	City Staff,,,,Mayor
127	QoL	L G3	Regular Community Clean-Up Events	Consider having a dumpster available for citizens to use between clean ups and bulk	Nov-14	City Staff,,,,Mayor
128	QoL	L G4	Address Issues with Perception of City Government	City Council and Staff conduct annual or semi-annual workshops to review comp plan, identify goals, set priorities	Jan-15	City Council,City Staff,,,

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
129	QoL	L G4	Perception of City Government	Provide clear policy direction to City Staff	Jan-15	City Council,,,,
130	QoL	L G4	Perception of City Government	Staff expectations made clear and held to them	Jan-15	Mayor,,,,Mayor
131	QoL	L G4	Perception of City Government	Explore Volunteer Recruitment programs in other communities	Jan-15	CoC,,,,
132	QoL	L G4	Perception of City Government	Establish Volunteer Recruitment program	Jan-17	CoC,,,,
133	QoL	L G4	Perception of City Government	Create task forces / committees to address specific projects across the City	Jun-15	City Council,CoC,,,
134	Transp	T G1	Ensure Adequate Funding for Road Maintenance and Expansion	\$4,000,000 in certificates of obligation issued to address priority improvements	Nov-14	City Staff,,,,Mayor
135	Transp	T G1	Funding for Roads	Identify additional funding opportunities for additional needed improvements	Mar-15	City Staff,City Council,,,Mayor
136	Transp	T G1	Funding for Roads	Partner with ISD, TxDOT, County, and others to make improvements	Jun-15	City Staff,City Council,,,Mayor
137	Transp	T G2	Create Alternative Routes Through Town	Identify need improvements to create smooth traffic flow on routes (12 th and 6 th St, Aves C and K and FM 2668, and Nile Valley Rd)	Jan-20	City Staff,,,,Mayor
138	Transp	T G2	Create Alternative Routes Through Town	Identify funding source for needed improvements	Jan-21	City Staff,,County,,Mayor
139	Transp	T G2	Create Alternative Routes Through Town	Make improvements as budgets allow	Jan-21	City Staff,City Council,,,Mayor
140	Transp	T G3	Develop a Loop Around the City	Identify potential route	Jan-25	City Staff,,County,,Mayor
141	Transp	T G3	Develop a Loop Around the City	Identify potential funding	Jan-26	City Staff,,County,,Mayor
142	Transp	T G3	Develop a Loop Around the City	Establish threshold of traffic to begin building	Jan-26	City Staff,,County,,Mayor
143	Transp	T G3	Develop a Loop Around the City	Build road once threshold is reached	Jan-25	City Staff,,County,,Mayor
144	Infrast	I G1	Prioritize Needed Improvements to Wastewater System	Utilize findings from line camera effort	Nov-14	City Staff,,,,Mayor
145	Infrast	I G1	Improvements to Wastewater System	Develop better mapping and documentation of sewer lines	Jan-16	City Staff,,,,Mayor
146	Infrast	I G1	Improvements to Wastewater System	Add wastewater line along proposed Nile Valley Rd to Tenaris site	Jan-17	City Staff,,,,Mayor
147	Infrast	I G1	Improvements to Wastewater System	Begin planning for Wastewater Plant expansion	Jan-20	City Staff,,,,Mayor
148	Infrast	I G2	Prioritize Needed Improvements to Water System	Develop Plan for maintenance and upgrades to all elevated and ground water tanks	Jan-17	City Staff,,,,Mayor
149	Infrast	I G2	Prioritize Improvements to Water System	Install booster pump in NW area	Jan-16	City Staff,,,,Mayor
150	Infrast	I G2	Prioritize Improvements to Water System	Tenaris site	Jan-17	City Staff,,,,Mayor
151	Infrast	I G2	Prioritize Improvements to Water System	Drill two new wells (north at industrial park, at Tenaris site)	Jan-20	City Staff,,,,Mayor
152	Infrast	I G3	Develop a Drainage Study for Bay City	Work with Drainage District to obtain funding	Jan-15	City Staff,City Council,,Mayor

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
153	Infrast	I G3	Develop a Drainage Study for Bay City	Develop long term vision for drainage management based on study results	Jan-16	City Staff,,,,Mayor
154	Infrast	I G3	Develop a Drainage Study for Bay City	Consider taking responsibility for drainage requirements for new development	Jan-17	City Staff,City Council,,,Mayor
155	Infrast	I G4	Consider Adopting Low Impact Development Standards	Research LID standards and best practices	Jan-16	City Staff,,,,Mayor
156	Infrast	I G4	Low Impact Development Standards	Develop materials and example projects to educate	Jan-17	City Staff,,,,Mayor
157	Infrast	I G4	Low Impact Development Standards	Utilize LID principles in public projects	Jan-18	City Staff,,,,Mayor
158	Infrast	I G4	Low Impact Development Standards	Consider incentives for developers who use LID principles	Jan-19	City Staff,City Council,,,Mayor
159	Infrast	I G4	Low Impact Development Standards	Educate homeowners on LID benefits for residential properties	Jan-20	City Staff,,,,Mayor
160	Infrast	I G5	Redevelop City Facilities	Consolidate City public works facilities, recycling yard, etc. to site in north industrial park	Jan-18	City Staff,,,,Mayor
161	Infrast	I G5	Redevelop City Facilities	Consider acquiring land at Ave I and J and SH 35 to relocate Fire Dept.	Jan-19	City Staff,City Fire/Police,City Council,,Mayor
162	Infrast	I G5	Redevelop City Facilities	Consider expansion of Police Dept. on site if Fire Dept. moves	Jan-20	City Staff,City Fire/Police,City Council,,Mayor
163	Infrast	I G5	Redevelop City Facilities	Relocate Animal Shelter	Jan-20	City Staff,,,,Mayor
164	Infrast	I G5	Redevelop City Facilities	Consider additional uses for property at Amistad Park (animal shelter, others)	Jan-20	City Staff,,,,Mayor
165	ED	ED G1	Foster Continued Economic Development Teamwork	Establish an Economic Development Roundtable that meets quarterly to share information and leverage awareness	Mar-15	BCCDC,MCEDC,CoC,Main Street,City Staff
166	ED	ED G1	Economic Development Teamwork	Establish an Economic Development Sales Team	Jul-15	BCCDC,MCEDC,,,
167	ED	ED G1	Economic Development Teamwork	Economic Development Sales Team participates in Sales Team Training/Recruitment Readiness Program	Aug-15	BCCDC,MCEDC,,,
168	ED	ED G2	Design and Implement a Business Retention & Expansion Program (BR&E)	Establish an Business Retention & Expansion Team & Coordinating entity	Dec-14	MCEDC,,,,
169	ED	ED G2	Business Retention & Expansion Program	Design survey tool, interview questions, and follow-up protocols	Mar-15	MCEDC,,,,
170	ED	ED G2	Business Retention & Expansion Program	Get quote for BR&E Software tools (Synchronist Suite from Blane Canada Ltd., Executive Pulse, etc.)	Feb-15	MCEDC,,,,

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
171	ED	ED G2	Business Retention & Expansion Program	Establish interview schedule and begin interviewing existing industry leaders	Sep-15	MCEDC,,,,
172	ED	ED G2	Business Retention & Expansion Program	Catalog data gathered	Sep-15	MCEDC,,,,
173	ED	ED G2	Business Retention & Expansion Program	Analyze data	Oct-15	MCEDC,,,,
174	ED	ED G2	Business Retention & Expansion Program	Follow-up and Reporting	Nov-15	MCEDC,,,,
175	ED	ED G2	Business Retention & Expansion Program	Repeat process	Jun-15	MCEDC,,,,
176	ED	ED G3	Resurrect or Redesign and Reintroduce "Shop Bay City First" Program	Redesign or resurrect the "Shop Bay City First" Campaign slogan & logo	Jan-15	BCCDC,Main Street,CoC,HDBA,
177	ED	ED G3	"Shop Bay City First" Type Program	Determine elements and benefits	Jan-15	BCCDC,,,,
178	ED	ED G3	"Shop Bay City First" Type Program	Robust marketing to local residents	Jun-15	BCCDC,Main Street,CoC,HDBA,
179	ED	ED G3	"Shop Bay City First" Type Program	Provide "Texas Friendly Hospitality [®] " training or other Customer Service Excellence Workshop for merchants and their employees	Nov-15	BCCDC,Main Street,CoC,HDBA,
180	ED	ED G3	"Shop Bay City First" Type Program	Tie campaign into "Christmas on the Square" hosted by HDBA	Jun-15	BCCDC,,,,
181	ED	ED G4	Foster a Strong Environment for Entrepreneurial Development	Build a more robust partnership to help provide one-stop-shop services for entrepreneurial development	Jan-15	BCCDC,SBDC,,,
182	ED	ED G4	Entrepreneurial Development	More actively market the SBDC's services to current & prospective business owners	Jun-15	BCCDC,SBDC,,,
183	ED	ED G4	Entrepreneurial Development	Advertise SBDC in vacant storefronts	Apr-15	BCCDC,SBDC,,,
184	ED	ED G4	Entrepreneurial Development	Create a Community-wide Entrepreneurs' Roundtable	Jan-16	BCCDC,SBDC,,,
185	ED	ED G5	Actively Market the Bay City Area to the State of Texas Film Commission	Download & read the Film Friendly Texas Sample Guidelines	Mar-15	BCCDC,City Staff,,,
186	ED	ED G5	Market to Texas Film Commission	Schedule meeting & go meet with Texas Film Commission Staff	May-15	BCCDC,City Staff,,,
187	ED	ED G5	Market to Texas Film Commission	Enlist area professional & amateur photographers & videographers to shoot & catalog material	Jun-15	BCCDC,CoC,,,
188	ED	ED G5	Market to Texas Film Commission	Visit film best practice communities like Austin or Smithville	Jun-15	BCCDC,CoC,,,

#	Category	G#	Goal Descrip.	Action	Start	Responsible Parties
189	ED	ED G5	Market to Texas Film Commission	producers, then consider local incentive options	Oct-15	City Staff,City Council,,,Mayor
190	ED	ED G5	Market to Texas Film Commission	Consider becoming a Film Friendly Texas Certified Community	Jan-16	BCCDC,City Staff,,,
191	Tourism	T G1	Make Downtown a Destination	Improve downtown appearance and create a lively atmosphere	Jan-15	Main Street,City Council,City Staff,,
192	Tourism	T G1	Make Downtown a Destination	Attract more unique retail to make downtown a shopping destination	Jan-16	BCCDC,Main Street,City Council,,
193	Tourism	T G1	Make Downtown a Destination	Attract unique dining to downtown	Jan-16	BCCDC,Main Street,City Council,,
194	Tourism	T G1	Make Downtown a Destination	Add nightlife to the downtown mix of amenities	Jan-16	BCCDC,Main Street,City Council,,
195	Tourism	T G1	Make Downtown a Destination	Create/enhance regular downtown events	Jan-15	Main Street,HDBA,City Council,County,CoC
196	Tourism	T G1	Make Downtown a Destination	Create large quarterly events	Jan-18	Main Street,HDBA,City Council,County,CoC
197	Tourism	T G2	Enhance Outdoor Recreation	Enhance the existing tourism mix	Jan-16	City Council,County,CoC,,
198	Tourism	T G2	Enhance Outdoor Recreation	Develop Bay City and Matagorda County tour packages	Jan-15	CoC,CVB,,,
199	Tourism	T G2	Enhance Outdoor Recreation	Attract developments for Winter Texans	Jan-17	City Staff,County,CoC,,Mayor
200	Tourism	T G3	Improve the Visitor Experience	Provide customer service/destination training	Jan-16	CoC,Main Street,City Staff,County,
201	Tourism	T G3	Improve the Visitor Experience	Maximize the use of the local hotel occupancy tax	Jan-15	CoC,CVB,City Council,,
202	Tourism	T G3	Improve the Visitor Experience	Capitalize on downtown web assets	Jan-15	City Staff,Main Street,HDBA,CoC,CVB