



CITY OF BAY CITY

MINUTES • MAY 14, 2019

Council Chambers

Workshop – City Council

5:30 PM

1901 5TH STREET
BAY CITY, TX 77414

1. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Mark A. Bricker	Mayor	Excused	
William Cornman	Councilman	Present	
Becca Sitz	Councilwoman	Present	
Chrystal Folse	Mayor Pro-Tem	Present	
Jason Childers	Councilman	Present	
Julie Estlinbaum	Councilwoman	Present	

2. CERTIFICATION OF QUORUM

Mayor Pro Tem Chrystal Folse certified a quorum.

3. APPROVAL OF AGENDA

The agenda was unanimously approved, as written, by motion. The motion was made by Councilwoman, Julie Estlinbaum and seconded by Councilman, Jason Childers.

4. PUBLIC COMMENTS

State Law prohibits any deliberation of or decisions regarding items presented in public comments. City Council may only make a statement of specific factual information given in response to the inquiry; recite an existing policy; or request staff places the item on an agenda for a subsequent meeting.

None

5. REGULAR ITEMS FOR DISCUSSION, CONSIDERATION AND/OR APPROVAL

1. Presentation

~ REVIEW, DISCUSS, CONSIDER AND/OR APPROVE A 120 - DAY TRANSITION PLAN FOR THE NEW CITY MANAGER, MAYOR AND CITY COUNCIL MEMBERS.

Bill Cornman, Councilman

Bill Cornman and Anne Marie Odefey presented the agenda item.

Council members discussed the City Manager hiring plans. It was decided to hire an Interim.

Cornman:

City Manager prior to Thanksgiving.

Timing target

Does not want a placement firm - financial reasons

Interview process - Mayor, Council members, one or two directors Interim

Permanent position - 16 people team,

Post interim for 30 days job post

Childers:
By October 1 ideal
Interviews in September

Odefey:
Recommends using a placement firm

Estlinbaum:
Wants to use a placement firm

2. Budget

~ DISCUSS, CONSIDER AND/OR APPROVE THE FISCAL 2020 BUDGET CALENDAR.

Finance Director, Scotty Jones
Finance Director, Scotty Jones presented the agenda item. Reviewed budget schedule for the 2020 Budget process.

3. Budget

DISCUSS THE VISION 2040 & BAY CITY WORKS STRATEGIC PLAN

Finance Director, Scotty Jones
Finance Director Scotty Jones presented the strategic planning documents.
Scheduled a Budget workshop for May 23, 2019.
Council requested two or three goals from directors and their business plans.

4. Agreement

~ DISCUSS AND TAKE ANY NECESSARY ACTION REGARDING THE REAL PROPERTY IN WHICH THE CITY OF BAY CITY HOLDS A REVERSIONARY INTEREST AND IS CURRENTLY LEASED TO THE BAY CITY COUNTRY CLUB AND THE CLUB'S REQUEST TO EXTEND THE LEASE FOR AN ADDITIONAL THIRTY (30) YEARS.

Mark A. Bricker, Mayor
Councilman Bill Cornman presented the agenda item

Deed for twenty years then back to the City. Its not a lease. Fee simple determinable.

Country Club could then deed back to City and City lease them the property for a long period of time.

6. 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 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 Regular Called Council Meeting was posted on the front window of the City Hall of the City of Bay City, Texas on Thursday, May 6, 2019 before 5:30 p.m. Any questions concerning the above items, please contact Mayor Mark A. Bricker at (979) 245-2137.

The facility is wheelchair accessible and accessible parking spaces available. Request for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact the City Secretary's Office at 979-245-5311 or email, dholubec@cityofbaycity.org for further information.

David Holubec
City Secretary



City Council
1901 5Th Street
Bay City, TX 77414

SCHEDULED

AGENDA ITEM (ID # 3700)

Meeting: 05/14/19 05:30 PM
Department: City Secretary
Category: Presentation
Prepared By: David Holubec
Initiator: David Holubec
Sponsors:
DOC ID: 3700

~ REVIEW, DISCUSS, CONSIDER AND/OR APPROVE A 120 - DAY TRANSITION PLAN FOR THE NEW CITY MANAGER, MAYOR AND CITY COUNCIL MEMBERS.

COMMENTS - Current Meeting:

Bill Cornman and Anne Marie Odefey presented the agenda item.

Council members discussed the City Manager hiring plans. It was decided to hire an Interim.

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Timing target

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Post interim for 30 days job post

Childers:

By October 1 ideal

Interviews in September

Odefey:

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Estlinbaum:

Wants to use a placement firm

120 DAY TRANSITION GUIDELINES FOR NEW MAYOR & COUNCIL MEMBERS

	<u>MAYOR</u>	<u>COUNCILPERSON</u>
<u>Mandatory Training</u>		
1. Texas Open Meetings Act	X	X
2. Read & study City Charter throughout.	X	X
3. Quality time with Legal Council (meeting protocol, proper agenda setting, Ordinances, Resolutions, illegalities, communication, “dos & don’ts” etc.)	X	X
<u>Suggested Training</u>		
1. Read City Hall Handbook	X	X
2. Read Revenue Manual for Texas Cities	X	X
3. Read City and P & R Strategic Plans	X	X
4. Attend annual TML Conference	X	X
<u>The Bay City Processes</u>		
1. Identify a mentor for each new member	--	X
2. Convene a Special Council Workshop to solely discuss a) roles & responsibilities, b) expectations, c) appropriate behaviors, d) mode of operation, e) communications, etc. etc..	X	--
3. Meet with each Director & BCCDC Exec. Director to learn a) what they do, b) how they do it, c) Department problems, plans, progress.	X	X
4. Review in detail budget and capital plan process & become familiar w/ current budget, financials & Audit Report (best done w/ Finance Director)	X	X

- | | | |
|--|---|---|
| 5. Tour WWTP, Airport, Library | X | X |
| 6. Attend monthly safety meetings (1 st Wednesday of the month) | X | X |

The City of Bay City People

- | | | |
|---|---|----|
| 1. Informal visits with each work group at their place of work (including job sites - "Walk Around Management" style) | X | -- |
| 2. Weekly short rides with Police patrol staff. | X | -- |
| 3. Weekly Staff meetings | X | -- |
| 4. Monthly informal meeting with Mayor & each Council members | X | -- |

The Leaders & Citizens of Bay City

- | | | |
|---|---|----|
| 1. Meet with County Judge, Exec Dir., Chamber of Commerce, ISD Board President & Superintendent, MCCDC Exec. Dir. | X | -- |
| 2. Meet with industrial site managers | X | -- |
| 3. Spend quality time with Editors of both local newspapers | X | X |
| 4. Attend as many Board meetings as possible (Chamber, Commissioners Court, Gas Co Board, MCCDC, BCCED, Main Street, Historical Commission, Parks and Rec. Advisory Group, Library, BCISD, etc.). | X | X |
| 5. Pay visit of introduction to key local business owners in the downtown area and elsewhere, including local realtors & Bank Presidents. | X | -- |

WGC 4/15/2019



City Council
1901 5Th Street
Bay City, TX 77414

SCHEDULED

Meeting: 05/14/19 05:30 PM
Department: Finance
Category: Budget
Prepared By: Scotty Jones
Initiator: Scotty Jones
Sponsors:
DOC ID: 3731

AGENDA ITEM (ID # 3731)

**~ DISCUSS, CONSIDER AND/OR APPROVE THE FISCAL 2020
BUDGET CALENDAR.**

COMMENTS - Current Meeting:

Finance Director, Scotty Jones presented the agenda item. Reviewed budget schedule for the 2020 Budget process.

City of Bay City, Texas

Fiscal Year 2020

Summary Budget Calendar

Date	Activity	Responsible Party
Jan-May	Goal Visioning Workshops Develop/Adopt Strategic Priorities	Mayor, City Council, Department Heads
March	Capital Planning	Mayor, Finance Director Department Heads
April-May	Mailing of notices of appraised value	Matagorda County Appraisal District
April 12	Distribute budget package to Division Heads	Finance Director
May 3	Turn in budget package to Finance Director	Department Heads
May 9 & 23	Budget Workshop – Goal Visioning Regular Council Meeting	Mayor & City Council Department Heads
June 4-6	Budget review with Department Heads	Mayor, Finance Director Department Heads
June 13	Regular Council Meeting	Mayor & City Council Department Heads
June 18-20	Budget review with Department Heads	Mayor, Finance Director Department Heads
June 20	Budget Workshop- Capital Planning	Mayor, Finance Director Department Heads
June 27	Budget Workshop- Capital Planning Regular Council Meeting	Mayor, Finance Director Department Heads
July 11	Budget Workshop– BCCDC, Outside Organizations Regular Council Meeting	Mayor & City Council Department Heads
July 25	Certification of appraisal roll	Chief Appraiser
July 25	Budget Workshop – 5- year capital plan Regular Council Meeting	City Council, Mayor
July 30	Distribute budget package to Division Heads	Finance Director
August 1	Proposed Budget filed with City Secretary	Finance Director
August 1	Budget Workshop- 2:00 PM	Mayor & City Council Department Heads
August 6 & 8	Budget Workshop- 5:30 PM (Tentative)	Mayor & City Council Department Heads
August 7	Publishes notice of effective and rollback tax rates	Matagorda County Tax Office
August 8	Regular Council Meeting -Discuss tax rate- Propose desired rate -Set Public Hearings on tax rate (if required) -Set Public Hearings on budget & Capital Plan	City Council Mayor Finance Director
August 22	Regular Council Meeting- 7:00 -Public Hearings on budget & tax rate (if required) -Public Hearing on Capital Plan (Charter 10.16)	City Council
August 29	Special Called Meeting- 5:30 -Public Hearing on budget -Public Hearing on tax rate (if required)	City Council
September 12	Regular Council Meeting -Approve Capital Plan -Approval of tax rate and budget ordinance -First and final reading of fee ordinance	City Council
September 27	Distribute budgets	Finance Director
October 1	Budget becomes effective	N/A

Attachment: BudgetCalendarSummary_Detailed2020 (3731 : Fiscal Year 2020 Budget Calendar)

City of Bay City, Texas

Fiscal Year 2020

Detailed Budget Calendar

Date	Description	Notes
Jan-May	Goal Visioning Workshops	Workshops with City Council and Department Heads
April	Capital Project Planning Departments Prepare Business Plans	Preparing for Capital Workshop with City Council Goals for 2020 / Accomplishments 2019
April-May	Mailing of Notices of appraised value	Matagorda County Appraisal District
April 12	Distribute budget packets to staff	Goal Visioning Kick off with Department Heads
May 3	Turn in budget packet to Finance Director	Capital Plans and Budget
May 9	Budget Workshop- Goal Visioning Regular Council Meeting	Review Strategic Plan/Vision 2040 & Accomplishments
May 23	Budget Workshop- Goal Visioning Regular Council Meeting	Strategic Plan Update- Set New Priorities and Goals
May 29	Turn in business plans to Finance Director	2020 Business plans & any fee changes
May 31	Submit first draft to Mayor	
June 4-6	Budget Review with Department Heads	
June 13 (Thurs)	Regular Council Meeting	
June 17 (Mon)	72 Hour Notice (July 20 Meeting)	
June 18-20 (Tues-Thurs)	Budget Review with Department Heads Capital Plan Review with Mayor	Review Capital Plan to be presented to City Council on June 20
June 20 (Thurs)	Budget Workshop- Capital Planning	Present Capital Plan and receive input from Council of Ranking (10-year Plan)
June 27 (Thurs)	Regular Council Meeting Budget Workshop- Capital Planning	
July 11	Budget Workshop- BCCDC Regular Council Meeting	BCCDC, Hotel/Motel and Outside Organizations
July 25	Deadline for Certification of Roll (MCAD)	Chief appraiser certifies the approved appraisal roll
July 25	Budget Workshop-5-year plan & Other Regular Council Meeting	Narrow 10-year plan down to 5-Year Capital plan Review Final Bay City Works (Strategic Plan)
July 26-Aug 5	Calculation of Effective Tax Rate	
July 29 (Mon)	72 Hour Notice (August 1 Meeting)	
July 30 (Tues)	Distribute budgets to DH's for review	Kick Off Budget Workshop
August 1 (Thurs)	Budget Workshop -General Fund -Utility -Budget Calendar deadlines -Proposed Fee Ordinance -Budgetary & Financial Policy	
August 1 (Thurs)	Proposed budget filed with City Secretary	
August 2 (Fri)	72 Hour Notice (Aug 6 meeting)	Publication not required. Effective & Roll back Rates (Deadline is Aug. 7)
August 4 (Sun)	Publication of effective & roll back rates (Matagorda County Tax Assessor/Collector)	
August 6 (Tues)	Budget Workshop (Tentative)	Request place holder for public hearing notices to run on Sunday, Aug. 11 and Wednesday, Aug. 14
Aug 7 (Wed)	Deadline to Paper	

Attachment: BudgetCalendarSummary_Detailed2020 (3731 : Fiscal Year 2020 Budget Calendar)

August 8 (Thurs)	Budget Workshop (Tentative) Approve Bay City Works (Strategic Plan) Regular Council Meeting Discussion of tax rate; If proposed tax rate exceeds effective tax rate- take record of vote and schedule PH's. Set public hearing on <u>capital plan</u> per Charter	<i>“Consider and/or approve placing a proposal to adopt a tax rate for the 2020 fiscal year as an action item on the agenda of a future meeting, specifying therein the desired rate and publishing notice thereof.”</i> <i>“Consider and/or approve setting two public hearings on the proposed 2020 Tax Rate for August 22 and August 29.”</i> (Only required if proposed rate exceeds Effective tax rate) <i>“Consider and/or approve setting public hearings on the proposed 2020 Budget for August 22 and August 29.”</i>
August 9 (Friday)	Confirm placement with newspaper Put Notices on City's Website	<i>“Notice of Public Hearing on Tax Increase” if applicable</i> <i>“Notice of Public Hearing on Proposed Budget”</i> Ads to run Sun. Aug. 11 & Wed. Aug. 14
August 19 (Mon)	72 Hour Notice for Public Hearings	Put both dates here to avoid Aug 29 PH Notice
August 22 (Thurs)	Regular Council Meeting <i>Public Hearing Capital Plan (Citizen Input)</i> Public Hearings on tax rate (if needed) & Proposed Budget & Capital Plan Tax rate hearings are only needed if proposed tax rate exceeds the effective tax rate. Budget Hearings are always required	<i>Mayor to announce the date of the next public hearing. (August 29 for proposed budget and tax)</i> <i>The governing body may not adopt a tax rate at either of these PH's. At each hearing, the governing body must announce the date, time, and place of the meeting at which it will vote on the tax rate</i> <i>Mayor to announce “the date of the final approval of the budget and tax rate will be in City Hall on Sept. 12, 2019 at 7:00”</i>
August 29 (Thurs)	Special Called Meeting Public Hearing on tax rate and Proposed Budget	<i>There must be some sort of action on the budget after the budget hearing, therefore (LGC 102.007) This action could be the adoption of the budget or else vote to postpone the final budget vote.</i> <i>Announce the date & time for final approval for the budget and tax rate ordinance (September 12 @ 7:00 at CH Council Chambers)</i>
Aug. 30 (Friday)	Deadline to Paper Not required if tax rate does not exceed effective	<i>Place notice on website and newspaper on Wednesday, September 4, 2019 if applicable</i> <i>“Notice of Tax Revenue Increase”</i>
Sept 12 (Thur)	Regular Council Meeting -Adopt Budget and Vote on Tax Rate -Approve Fee Ordinance	<i>“Consider reading an ordinance approving the annual budget”</i> <i>A separate vote is needed to “ratify” the property tax revenue increase reflected in the budget</i> <i>“Consider ratification of the property tax revenue increase reflected in the 2020 budget.”</i> <i>“Consider an ordinance fixing the tax rate....”</i> <i>Approve Fee Ordinance if applicable</i>
Sept 27	Distribute Budgets	
Oct. 1	Budget becomes effective	

BUDGET GUIDELINES:

*Note: Budget must be filed with the City Secretary before the 30th day before the date the governing body makes its tax levy for the fiscal year – therefore **August 13, 2019** is the last day to file the budget with the City Secretary (Local Gov Code 102.004)*

Notice of Public Hearing for Budget shall be published not earlier than the 30th or later than the 10th day before the date of the hearing (Local Gov Code 102.0065 c), notice of Public Hearing for Tax Levy shall be published not later than the 7th day before the date of the public hearing (Tax Code 26.06) (publish one time for both dates)

H.B. 3195 brings truth and taxation into the budget process. See new guidelines before publishing proposed budget.

Make sure 2nd public hearing is not over 14 days from the day we vote on tax rate.

Public Hearing for Budget must be scheduled after the 15th day (Aug 16, 2019) after date the proposed budget is filed, 10 days after publication of the notice (August 21, 2019) but before the date the governing body makes its tax levy (Local Gov Code 102.006b). Public Hearing is set for Aug. 22 and 29 which is after the 21st day from filing with City Secretary so the date set is in compliance.

The budget shall be adopted in final form before the later of September 30 or 60 days after the certified totals are received. September 12, 2019 is the 12th day of the last month of the fiscal year and no sooner than the 5th day after the public hearing and not later than 10 days prior to the beginning of the fiscal year, so it meets these requirements. (City Charter Section 10.10). A copy of the budget shall be sent to County Clerk's office, the Bay City Public Library, and the City Secretary. (City Charter 10.11)

TAX GUIDELINES:

Notice of Tax Revenue Increase (Vote on Tax Rate) shall be published after Public Hearings and not later than the 7th day before the date of the public meeting to vote on final tax rate (publish one time) (Sept 4)

Adoption of the tax rate must be a separate item on the agenda. State law requires most cities to adopt a budget before they adopt the tax rate. The City may adopt a budget and at tax rate at the same meeting as long as the budget is adopted first as a separate item.



City Council
1901 5Th Street
Bay City, TX 77414

SCHEDULED

Meeting: 05/14/19 05:30 PM
Department: Finance
Category: Budget
Prepared By: Scotty Jones
Initiator: Scotty Jones
Sponsors:
DOC ID: 3732

AGENDA ITEM (ID # 3732)

DISCUSS THE VISION 2040 & BAY CITY WORKS STRATEGIC PLAN

BACKGROUND:

"Bay City Works" original adoption was November 5, 2015. The document was re-adopted on September 13, 2018 after a series of goal visioning sessions with Ron Cox Consulting. This plan acts as the Implementation Plan/Strategic Plan for the City's Comprehensive Plan-VISION 2040.

COMMENTS - Current Meeting:

Finance Director Scotty Jones presented the strategic planning documents.

Scheduled a Budget workshop for May 23, 2019.

Council requested two or three goals from directors and their business plans.

BAY CITY WORKS

Implementation /Strategic Plan for Vision 2040



Bay City, Texas: Clean, Safe, Prosperous

Attachment: Final BCW 2019R (3732 : Strategic Planning)

Mayor's Office
1901 5th Street
Bay City, TX 77440

Original Adoption November 5, 2015; Re-Adopted September 13, 2018

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Elected Officials and Division Directors

<i>Elected Officials</i>	
Mark A. Bricker	Mayor
Julie Estlinbaum	Council Member Position 1
William “Bill” Cornman	Council Member Position 2
Chrystal Folse	Council Member Position 3
Becca Sitz	Council Member Position 4
Jason Childers	Council Member Position 5
<i>Division Directors</i>	
Scotty Jones	Finance Director
David Holubec	City Secretary
Rhonda Clegg	Human Resources Director
Barry Calhoun	Director of Public Works
Robert Lister	Police Chief
Suzan Thompson	Municipal Court Judge- Appointed
Shawn Blackburn	Parks & Recreation Director
James Mason	Airport Manager

VISION

Bay City, Texas: Clean, Safe and Prosperous

Bay City is committed to developing and enhancing the long-term prosperity, sustainability, and health of the community.

MISSION

The City of Bay City is a community that fosters future economic growth, strives to deliver superior municipal services, invests in quality of life initiatives and is the gateway to the great outdoors. We encourage access to our unique historical and eco-cultural resources while maintaining our small-town Texas charm.

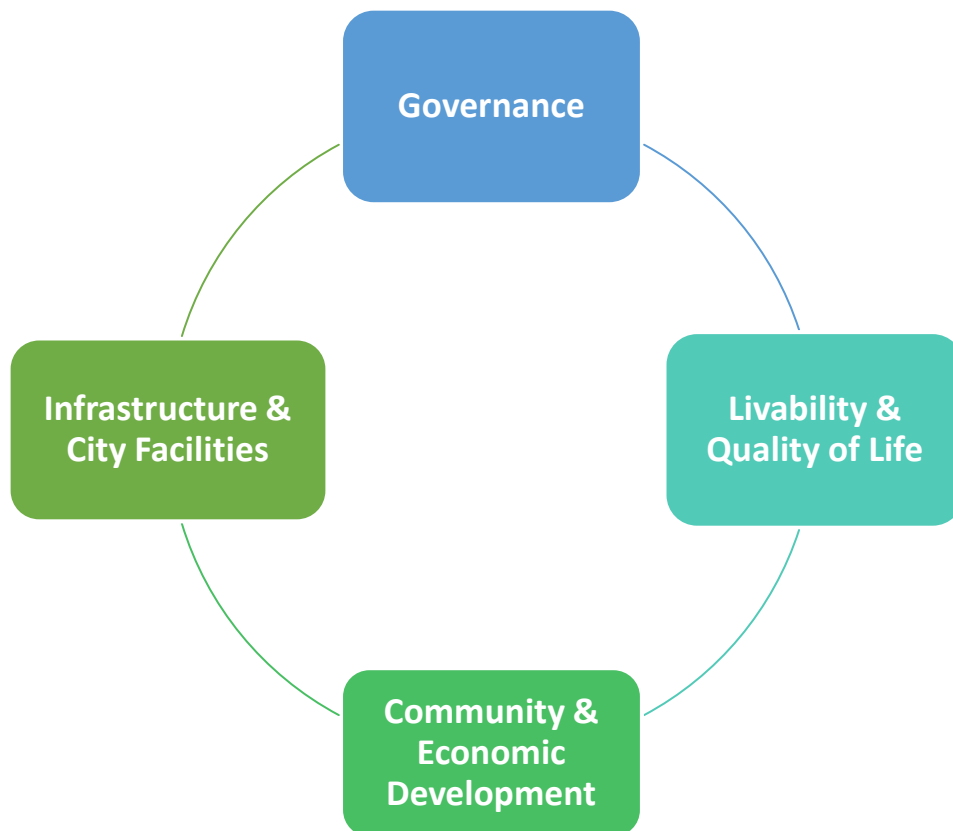
Vision 2040- Comprehensive Master Plan Summary

Bay City adopted the Comprehensive plan in 2014 consisting of four areas of emphasis as shown in the graph below. This plan reflects the priorities of the City and serves as a guide of city-wide action. The City is committed to fostering future economic growth by building economic partnerships, continually improving our infrastructure, expanding our tax base and creating a culture, which retains as well as attracts new business and investments.

The City will work to deliver quality services in a healthy and safe environment by consolidating our assets and resources and empowering our employees while encouraging volunteer citizen involvement.

We will enhance our tourism opportunities by promoting our City.

We will commit our resources, talents and energy to achieve economic well-being and improve the quality of life for our citizens. **Below are the Vision 2040 Plan Elements.**



Plan Ownership and Responsibility

Leadership & Accountability:

- Mayor and City Council
- Planning Commission (City Advisory Board to review progress & provide input)
- Regular updates to City Council (at least two times per year)

Team Members / Departments/ Organizations (Implementers):

- **City of Bay City Departments (Mayor Directed)**
 - Administration
 - Public Safety
 - Public Works
 - Parks, Tourism, & Main Street
- **Bay City Community Development Corporation (Component Unit of the City)**
- **Bay City Gas Company (Component Unit of the City)**

Partnerships:

Partnerships are highly important to the City. Many goals and objectives are dependent upon the participation of other entities. The list below identifies primary partners.

- Matagorda County Commissioners
- Matagorda County Drainage District
- Matagorda County Economic Development Corporation
- Bay City Independent School District
- Bay City Chamber of Commerce
- Bay City Hospital Board
- Bay City Museum
- Various Non-Profit Organizations
 - Bay City Art League
 - Community Actors of South Texas C.A.S.T.
 - Economic Action Committee
- Various Private Organizations (Tenaris, LCRA, etc.)
- City Advisory Boards (Parks, Main Street, Historic Commission)
- Federal and State Government Bay City - City Council
- Bay City Housing Authority

Supporting Tools:

Application of these tools will be vital to delivering and implementing a consistent product. These tools and documents are not listed in any order.

- Demographic Analysis
- Capital Improvement Plan
- City's Operating Budget
- City's Vision 2040 Comprehensive Plan
- City Capital Improvement Plan
- City's Parks Master Plan
- Mayor and Staff 2018 Planning Session Report (Ron Cox)

Adoption September 13, 2018

Plan Ownership and Responsibility Administration, Public Safety, Public Works, Parks, Tourism, Main Street

1. Guiding Principles:

The city's guiding principles shall be the basic components that all city departments, city boards, commissions, and committee's base their decisions. Proper application of these principles will improve the continuity of all city entities moving into the same direction. Simply put, they shall serve as a roadmap moving forward with city policy, plan, and projections. The City Departments must always strive to develop business plans consistent with the City's Vision. Review of business plans at least quarterly will keep them in the forefront to complete.

Quality of Life, Safety, Downtown Revitalization, and Tourism for our citizens and visitors shall be the primary responsibility of these departments. While applying this, they should consider long-term investments that are compatible with the City's long-range plans.

Sustainability should focus on the viability of recreational programs, tourism events, & maintaining new amenities and infrastructure.

Partnering with other entities can greatly contribute to expanding the health of the community. Resources can be very useful when expanding events and achieving other goals of the City's various plans (ie. North Downtown, Capital, Parks Master Plan)

2. Well-Functioning Plan:

To apply principles properly, it will take a strong effort to ensure consistent policies through other members and implementers of the 2040 plan.

Strategic Focus

Governance

- Improving the Image of Bay City
- Organizational & Operational Effectiveness
- Communication

Infrastructure & City Facilities

- Transportation

Community & Economic Development

- Housing
- Downtown Revitalization/Historic Preservation
- Tourism
- Land Use

Livability & Quality of Life

- Parks and Recreation

Adoption September 13, 2018

Plan Ownership and Responsibility Bay City Community Development Corporation (BCCDC)

1. Guiding Principles:

Prosperity of the community shall be the primary role of the BCCDC. This principle should be weighted with more aggressive promotion and focus on large industrial job growth, city infill opportunities, and entrepreneurship/start-up businesses in the downtown district, and secondary education. BCCDC should also prioritize incentives for business prospects around long-term growth potential and salary job projections. Less aggressive assistance/promotion should be shown in areas that provide low-paying job growth, minimal tax benefits, and incompatible development with other city goals.

Sustainability is highly important to the City in order to remain competitive in the future. Promoting the growth of existing and recruitment of long-term businesses is highly important. Limiting future costs of road maintenance, water-wastewater operations, etc. should be considered when deciding on projects. This sustainability will evolve from open conversations with the Public Works and Finance departments of the City. Sustainability also involves considering the effect on the continuing financial viability of Bay City Gas Company. It is important the Bay City Gas Company be the provider of natural gas to customers being served in Bay City. Consistency in this subject will help improve the quality of the City's capital improvement plan.

Health of the community is highly important to the makeup of the community. Following new trends in the market, healthy lifestyles and having extra recreational opportunities are often key to recruiting successful businesses and residents. Business and residential developments, whether rehabilitation or new construction, should take into consideration compatible factors such as dedicated sidewalks, landscaping, and even building type.

2. Well-Functioning Plan:

BCCDC should strive to remain consistent with other policies, projects, and proposals from other boards and commissions of the City. One of the most important factors of this goal would be to help fund or find sources of funding for projects tied to strategic focus below.



Strategic Focus:

Infrastructure/Transportation Community & Economic Development

- Housing
- Downtown Revitalization/Historic Preservation
- Land Use

Plan Ownership and Responsibility Bay City Gas Company Board

Direction:

1. Guiding Principles:

The Bay City Gas Company has been major asset to the City, contributing up to \$400k annually. This contribution has helped the City fund street projects. It is important the Bay City Gas Company be the provider of natural gas to customers being served in Bay City.

The City acknowledges that the operation of the Bay City Gas Company is mutually beneficial to both parties. To further preserve and enhance the gas company, the City shall strive to make any efforts to promote the Bay City Gas Company's interests.

2. Well-Functioning Plan:

Bay City Gas Company should focus on long-term infrastructure plans that are consistent with the City's Capital Improvement Plan and the City's long-range goals.



Strategic Focus:

Infrastructure

Community & Economic Development

2018 Goal Planning Session (Mayor, Council, Staff)

2018 Goals:

- ❖ Governance (2018 Annual Planning Session)
 - Hold joint meetings with the EDC to gain an understanding between the Board and Council of the shared vision of the two Boards and the use of the sales tax funds accordingly.
 - Determine how many, if any, Council members should serve on the Board of the EDC.
 - Establish a clear policy on Council liaison appointments, roles and responsibilities as liaisons.
 - Conduct an annual meeting with Board and Commission on the City's vision, and the Board's role to meet that vision.
 - Reestablish contact/relationships with all governmental agencies that affect the city government.
 - Initiate regular leadership meeting with all entities with the goal of opening doors, nurturing relationships, sharing common goals, working together for the good of the entire community.
 - Conduct regular workshops between Council and staff in a more casual environment to promote communication and understanding of issues in advance of decision making.
 - Create clear and consistent communication guidelines between Mayor and Council and Council and staff.
 - Mayor meet bi-monthly with directors.
 - Mayor meet bi-monthly with individual council members.
 - Conduct an annual strategic planning session with Council and staff together.
- ❖ Organizational/Operational Effectiveness (2018 Annual Planning Session)
 - Establish a plan of action to utilize the existing talents of staff and/or train staff to reduce the reliance on outside contracts and consultants.
 - Develop a plan of action for resolving the use of Nile Valley Road.
 - Identify and adopt a priority list of projects and programs for implementation
 - Identify a driver(s).
 - Establish an accountability plan to ensure implementation in a timely manner.
 - Establish and implement a process that ensures and enhances collaboration between departments.
 - Clearly identify and publish processes and forms throughout the organization to promote predictable and consistent operations.
- ❖ Community Development (2018 Annual Planning Session)
 - Create an implementation plan for the Parks Master Plan
 - Develop implementation plan for downtown development including moving the Recycling Center to a more suitable location.
 - Review the goals outlined in Bay City Works.

- ❖ Improving Image of Bay City (2018 Annual Planning Session)
 - Create an environment for growth.
 - Establish action items to improve the relationship between Mayor and Council.
 - Improve the culture of service of the city in all departments.
 - “How may I help you improve our town today?”
 - Review policies and procedures and make recommendations that ensure alignment with the City’s vision for growth.
 - Identify and consider implementation of policies that will slow “demolition by neglect” of buildings and properties throughout the city.
- ❖ Communications (2018 Annual Planning Session)
 - Establish a Social Media Policy for the use of social media by the City.
 - Utilize social media and the website to provide information to the public.
 - Provide reports and metrics of performance to the Council and then the public on successes.

City Council Area of Emphasis with Associated Goal Statement

Fiscal Year 2019 Strategic Focus



Governance

- Improving the Image of Bay City
- Organizational & Operational Effectiveness
- Communication

Bay City residents are well informed and involved with the affairs of local city government.



Infrastructure & City Facilities

- Transportation

Bay City residents enjoy new community infrastructure and enhancements to the transportation network and systems.



Community & Economic Development*

- Housing
- Downtown Revitalization/Historic Preservation
- Tourism
- Land Use

Bay City is known for encouraging economic development opportunities, creating a business development program that is responsive to existing business needs, and actively promoting tourism.



Livability & Quality of Life

- Parks and Recreation

Bay City residents enjoy a safe community with great amenities and affordable living.

Linking Long-Term Goals to Departmental Objectives

2019 Business Plans

For the FY 2019 Budget, each department has outlined a description of services and aligned themselves with the City's Vision 2040 Plan along with Council's 2019 Strategic Area of Focus derived from FY 2018 & 2019 Council/Staff work sessions. When compared to prior year accomplishments, these goals and objectives help us mark our progress toward the achievement of the City Council's goals. The section below shows the linkage of our short-term departmental objectives to long-term council goals.

GOVERNANCE

- **Positive Community Perception**
- **Organizational & Operational Effectiveness (2019 Focus)**
- **Communication (2019 Focus)**

Bay City residents are well informed and involved with the affairs of local city government.

Fiscal Year 2019 Departmental Business Plans (Objectives)

Administrative Council

- Conduct annual strategic planning session with Council and staff together
- Conduct regular workshops between City, Council, and staff to promote communication and understanding of issues in advance of decision making
- Establish a clear policy on Council liaison appointments, roles, and responsibilities

City Secretary Department

- Implement new agenda software to enhance citizen engagement
- Develop a City Council Public Comment Guide

Human Resource Department

- Improve the applicant recruiting effort
- Improve the culture of service in all city departments- "How may I help improve our town today?"

Municipal Court Department

- Schedule more opportunities for reaching the youth of our community with powerful messages, speaker, and information about distracted and impaired driving.

Finance Department

- Assist in efficiency improvements (annual contracts, cost benefit analysis)
- Revamp the Finance Department on City's website

Public Safety Departments (Police, Fire, Animal Control & Code Enforcement)

- Organize community programs such as Youth Explorers

Public Works Departments (Streets and Utility Departments)

- Utilize "Cityworks" software to track all street repairs, drainage repairs, mowing, and striping in order to analyze and improve efficiencies

INFRASTRUCTURE & CITY FACILITIES

Bay City residents enjoy new community infrastructure and enhancements to the transportation network and systems.

Fiscal Year 2019 Departmental Business Plans (Objectives)

Administrative Council

- Establish and implement plans for a walkable City (sidewalk connectivity plan)
- Implement a masonry ordinance providing for a more sustainable building model for future commercial buildings

Main Street

- Support the Texas Theatre Project

Public Safety Departments

- Police Department roof replacement

Public Works Departments (Streets and Utility Departments)

- Establish a street overlay, repair and maintenance program
- Establish a sidewalk program to install two-city blocks of new or replacement sidewalk annually with in-house crews
- Water and sewer line improvement projects

COMMUNITY & ECONOMIC DEVELOPMENT

- **Housing**
- **Land Use**
- **Downtown Revitalization/Historic Preservation**
- **Tourism**

Bay City is known for encouraging economic development opportunities, creating a business development program that is responsive to existing business needs, and actively promoting tourism.

Fiscal Year 2019 Departmental Business Plans (Objectives)

Administrative Council

- Develop a tree and landscaping ordinance to aid in preservation of historic trees and improve overall city appearance

Main Street Department

- Grow CamoFest
- Award Façade Grants
- Promote downtown with increased presence on social media

LIVABILITY AND QUALITY OF LIFE

- **Parks and Recreation**

Bay City residents enjoy a safe community with great amenities and affordable living.

Fiscal Year 2019 Departmental Business Plans (Objectives)

Parks Department

- Implement Parks Master Plan (Build into capital plan)

Accomplishments of the Vision 2040 Plan FY 2015-2018

Governance: Improve Image of the City

- Through Ron Cox Workshops- the City Council identified areas of focus- Communication, Improve the Image of the City, & Organizational & Operational Effectiveness. City staff created business plans (action items) in FY 18 & 19 to meet the objective.
- Accomplishments of Vision 2040 (Business plans) will be reviewed at least annually during budget process and approximately six months later (Oct/Nov)
- Main Street: Camofest has planning board and recruits many volunteers
- Parks Dept: Various advisory boards also serve as volunteers
- Tourism Council: Various advisory boards also serve as volunteers
- Added new program to City- Weatherization Program (Finance)
- Compiled list of abandoned properties with past due taxes from code enforcement list in order to press sale (Police)
- Apply Fair and consistent code enforcement (Police)
- Received GFOA Budget Award in 2018 (Finance)
- Continuously receive GFOA Comprehensive Annual Financial Report Award
- Airport employees received customer service training through NATA
- Earned Achievement in Excellence in Libraries Award 2018
- Demolished 3 properties that were substandard structures 2018 (Code)
- Recognized by Central Texas Recycling Association for outstanding recycling efforts Case Study for HGAC- 2018
- Recycled 320 tons of waste from landfill 2018
- Provided "Friendly Customer Service Training" through Victoria Chamber of Commerce to several employees each month 2018 (All City Departments)

Governance: Organizational and Operational Effectiveness

- Updated Compensation Study (HR)
- Developed Pay Scale (HR)
- Catalogued all easements 2015(CS)
- Linked City Maps to Street Closure Form 2016 (CS)
- New Budget Calendar 2016 (Finance)
- Created Tuition Reimbursement Program 2015 (CS)
- Created Standard for Background Checks 2015 (HR)
- Created Fee Ordinance 2017 (CS)
- Implemented Financial & Budgetary Policy 2017 (Finance)
- Added new position to city for Tourism, adopted new bi-laws, seated new board, developed strategic plan (Tourism)
- Developed new residential & business application (Finance)
- Implemented new Purchase Order Module (Finance)
- Updated 5-year capital plan (staff)
- Added Time Clock Manager (staff)
- Conduct 1 workshop with Council per month
- Implemented "paperless" retention efforts in more departments
- Finalized 380 agreement Checklist

Adoption September 13, 2018

- Utilized “Cityworks” software to track code enforcement violations 2018 (Police)
- Lowered all UCR statistics from prior year 2018 (Police)
- Partnered with Wal Mart and Matagorda County Animal Control for donated pet food and other services Ongoing (Animal Impound)
- Installed SCADA on Operator’s smart phones to remotely monitor lift stations 2018
- Streamlined maintenance plan on failing meter interface units 2018

Governance: Communication

- Added video streaming to Council chambers 2018 (IT)
- Various Departments have Facebook pages
- All boards and agendas are posted by City Secretary Office
- Implemented Dialer Software to notify defendants of upcoming court dates
- Increased community education Ongoing (Animal Impound)
- Share information to citizens through Utility Billing inserts Ongoing (UB)

Infrastructure and City Facilities

- Developed sewer lift station design standards 2015 (PW)
- Initiated talks w/Lynn Short Engineering to possibly help develop design standards similar to City of Victoria 2017 (PW)
- Matagorda County Drainage District No.1 considered a study for regional detention but chose not to fund the study 2017 (PW)
- Engineered & designed the drainage for the airport property 2018 (TXDOT Aviation project)
- Inserted camera in to sewer lines to identify inefficiencies in collection system 2014
- Completed water model of City w/Jones|Carter Engineering 2016
- Scheduled the Airport water well to be upgraded in FY23
- Coordinated w/Dewberry to develop a plan to expand City facilities for PD, FD, Municipal Court, City Hall 2016 (PD)
- Launched GIS web-based mapping w/Jones|Carter Engineering 2014 (PW)
- Completed sewer model of City & analysis of sewer plant w/Jones|Carter Engineering Sept. 2016; Apr-2017 - Garver Engineering completed a 2nd evaluation & determined that sewer plant does not need to be expanded until Year 2075 based on current City growth projections
- Completed Grace St Water Plant Improvement Project completed June 2018 (PW)
- Reclaimed approximately 3.5 miles of streets 2018
- Installed 10 blocks of new drainage pipe in various locations 2018
- Cleaned 25 blocks of ditches in various locations 2018
- Overlaid 1,500 linear feet of streets by in-house crews (Elliot Additions) 2018

Community & Economic Development: Downtown Revitalization & Historic Preservation

- Map received by TXDOT
- Road Design - On-street parking Ave. H & 6th street. 8th Street design - Ave. H to HWY 60
- Completed North Downtown Plan was completed May 2013; Created TIRZ 1 in 2015; 380 Agreement with Lynn & Associates

- Began development of upscale units downtown; Housing units developing (Cottonwood Creek) May 2013
- Renovations of USO, Texas Theatre, & Train Depot
- City funded downtown Christmas decorations -2018; Adopted Form Based Codes
- TIRZ #1 was created 2016; Ongoing Façade Grant Program
- Added Full Moon Concert Series, Market Days, Live Music, Rock the Block 2018 Tourism Dept. (Partners with Main Street and Parks)
- Tourism Dept: Partnering with Main Street for Historic Homes Tour
- BCCDC acquired vacant lot at corner of Ave F & 5th St for public parking Jan 2018
- City received CDBG Main Street Grants for sidewalk improvements: Aug-2015, Ave G; Mar-2017, 6th St/Ave E; Fall-2018, Ave H/6th St
- Implemented Snacks with Santa downtown (Parks)
- Created a dog park in North downtown in August 2017 (Parks)
- Conducted regular events downtown by adding Camofest and Shop the Block
- Changed Shop the Block from monthly to quarterly, from Thursday to Friday and then back again
- Main Street and HDBA have encouraged businesses to stay open later with downtown events
- Courthouse was completely pressure washed along with steps to improve downtown appearance
- Main Street was awarded a grant to put in trash cans, benches, bistro sets, planters, & electrical outlets
- BCCDC hired Seedstock to write 10 articles on shopping local, local competition, marketing your small business, etc in Tribune

Community & Economic Development: Housing

- Mayor developed Form Based Codes for the downtown area w/Jones|Carter Engineering 2016
- Implemented Property Tax Rebate Program- "Builder's Incentive Program"
- Active role in variance committee (Mayor)
- TIRZ 3 created in 2017 for residential development
- Recruited Debo Homes and Leckhampton Homes
- BCCDC rebated over \$100,000 in building permit and sewer water tap fees
- Encourage 2nd Floor Residences: Main Street is currently researching other community ordinances
- Worked with Tenaris and STP to develop incentive. Tenaris gave an incentive to relocate employees from Houston
- Marketing Plan for Developers: Created a big advertising campaign to recruit builders, held multiple community home shows

Community & Economic Development: Land Use

- City hired real estate agent to identify & sale surplus City property 2016
- RFP issued to develop City property through development agreement for 11-acre tract & 33-acre tract April 2018
- Planning Commission developed Land Use Map
- Working with Civil PE's to update Airport Zoning Board.

Adoption September 13, 2018

- Planning Commission developed Land Use Map
- The Airport is working with Civil Engineers to develop the Airport Zoning Ordinance for land usage within the airport flight path in order to preserve required clearances.
- Planning Commission developed a Land Use Map
- Updated Chapter 98 Subdivision Ordinance; Dec-2015 - Public Works updated Ch. 22 Buildings & Building Regulations Ordinance June 2015 (PW)
- Created a Development & Platting Information Packet for developers 2016 (PW)
- Updated Chapter 98 Subdivision Ordinance June 2015 (PW)
- Created Building Permit Technician position Feb 2016 (PW)

Community & Economic Development: Tourism

- Tourism Dept: Matagorda County, Bay City and Palacios all recognized Texas Film Friendly 2016. Updated photo library Summer 2017. Various community members were certified in film training.
- Tourism: Created Strategic Plan- 2018; Created tour packages (In-Progress)
- Tourism: Added advertisements to appeal to birding and other eco-tourism activities (In progress: Tourism Strategic Plan in place)
- Tourism: Identified in Tourism Strategic Planning session- sub committees are in place- Marketing Plan to target Winter Texans; New advertising in Bird Watching Magazine and AAA Texas & Oklahoma Winter Months
- Tourism: Re-evaluated marketing plan. Tracking overnight stays. (Ongoing)
- Tourism: Hosted many customer service training to community and will continue to do so; "Love Where You Live" campaign coming soon
- MCEDC & Tourism Dept. have taken the lead on actively marketing the Bay City area to the State of Texas Film Commission
- Partnered with Bay City Art League for mural project 2018
- Partnered with Historic Downtown Business Assoc. for "Light it Up" Fundraiser '18
- Main Street, Tourism, & Parks partnered on downtown events (Moon Concert series 2018)

Community & Economic Development

- Business Retention & Expansion: Set up training for businesses- "Promote your business through google analytics"
- Economic Development Teamwork: Meet monthly with MCEDC and have smaller team that meets regularly
- Economic Development Teamwork: MCEDC hosted a best practice training with board members
- Entrepreneurial Development: Ran a series of articles by Kyle Smith

Livability & Quality of Life

- Constructed sidewalk on Nichols
- Developed a sidewalk, walking trail, biking routes Dec 2014 (Mayor's Office)
- Awarded Hwy 60 TXDOT Sidewalk Grant
- Received grant for Family Place Library training and equipment

Livability & Quality of Life: Parks and Recreation

- Created "Friends of the Park Advisory Board" that serves as planning, advising, and volunteering- DEC 2016
- Developed Sidewalk trail on Southern Pacific Trailway (Ongoing)
- Partnered with Bay City ISD (BCISD) through Interlocal agreements for use of city pool in exchange for use of BCISD gymnasium
- Installed two new restrooms at LeTulle Park- 2017 & 2018 (BCCDC funded);
Installed one restroom at City Field, Community Park, and Amistad -2012/2013;
Duncan Park- 2016
- Installed new park signs at various parks (Parks Master Plan Recommendation)
- Fundraised for Dreamscape playground project in LeTulle (ongoing) 2018
- Completed survey to aid in the development of the Parks Master Plan (ie. Kickball, Flag Football, Zombie Run)
- Added promotions of Parks through Parks and City Facebook Page
- Added advertisements for free basketball and volley ball (open gym) on facebook (Parks)
- Completed Parks Master Plan- December 2017; Plan was accepted by Texas Parks and Wildlife -March 2018;
- Implementing in Five Year Capital Plan (Ongoing)
- Various advisory boards also serve as volunteers
- Parks Master Plan identified other ways to enhance outdoor recreation (in progress)
- Created mural program 2018 (Hardeman Skate Park, Joe Davis Field)
- Installed new pavilions and park furniture at Henderson Park 2018
- Added new pavilions at Riverside Park 2018



City Council
1901 5Th Street
Bay City, TX 77414

SCHEDULED

Meeting: 05/14/19 05:30 PM
Department: City Secretary
Category: Agreement
Prepared By: David Holubec
Initiator: David Holubec
Sponsors:
DOC ID: 3746

AGENDA ITEM (ID # 3746)

**~ DISCUSS AND TAKE ANY NECESSARY ACTION
REGARDING THE REAL PROPERTY IN WHICH THE CITY OF
BAY CITY HOLDS A REVERSIONARY INTEREST AND IS
CURRENTLY LEASED TO THE BAY CITY COUNTRY CLUB
AND THE CLUB'S REQUEST TO EXTEND THE LEASE FOR
AN ADDITIONAL THIRTY (30) YEARS.**

COMMENTS - Current Meeting:

Councilman Bill Cornman presented the agenda item

Deed for twenty years then back to the City. Its not a lease. Fee simple determinable.

Country Club could then deed back to City and City lease them the property for a long period of time.