

Minutes of a Meeting of the Governing Body of the City of Georgetown, Texas Tuesday, August 8, 2017

The Georgetown City Council will meet on Tuesday, August 8, 2017 at 6:00 PM at the Council Chambers at 101 E. 7th St., Georgetown, Texas

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least four (4) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 113 East 8th Street for additional information; TTY users route through Relay Texas at 711.

Mayor Ross called the meeting to order at 6:00 PM. All Councilmembers were in attendance, with the exception of Anna Eby, District 1. Mayor Dale Ross, Valerie Nicholson, District 2, John Hesser, District 3, Steve Fought, District 4, Ty Gipson, District 5, Rachael Jonrowe, District 6, and Tommy Gonzalez, District 7 were in attendance.

Regular Session

(This Regular session may, at any time, be recessed to convene an Executive Session for any purpose authorized by the Open Meetings Act, Texas Government Code 551.)

A. Call to Order

Invocation

Pledge of Allegiance

Comments from the Mayor

- TMUA Award Presentation – Glenn Dishong
- American Heart Association Plaque Presentation – Sarah Duzinski, Quality and Systems Improvement Director
- Presentation of awards to Animal Shelter Staff –Chief Nero

City Council Regional Board Reports

Mayor Ross noted that there would be a CAMPO meeting on Monday, August 14th.

Announcements

- GoGeo Launch Date August 21st and 12:00 PM Ribbon Cutting at the Georgetown Library
- New Registration System at Parks & Rec
- Senior Dance
- Sunset Movies

Action from Executive Session

No motions were made from Executive Session.

Statutory Consent Agenda

The Statutory Consent Agenda includes non-controversial and routine items that may be acted upon with one single vote. An item may be pulled from the Consent Agenda in order that it be discussed and acted upon individually as part of the Regular Agenda.

- B. Consideration and possible action to approve the **minutes** of the Workshop and Regular Meeting held on Tuesday, July 25, 2017 -- Shelley Nowling, City Secretary
- C. Consideration and possible action to approve a **Construction Staging License Agreement** for the continued use of the **surface parking lot**, located on or about **815 South Main Street** -- Eric Johnson, CIP Manager and Laurie Brewer, Assistant City Manager
- D. Consideration and possible action to **renew** the existing **School Resource Officer agreement** between the **Georgetown Independent School District** and the City of Georgetown, Texas to include an **amendment** to Article II, A. and Attachment A (**annual cost for program**) of the agreement and signatures of current officials -- Wayne Nero, Chief of Police

- E. Consideration and possible action to approve a **one year renewal** to the **Bank Depository Services Agreement** between the City of Georgetown and **J.P. Morgan Chase Bank, N.A.**, the **first renewal** authorized in the agreement and will be **effective Sept. 1, 2017 through August 31, 2018** -- Leigh Wallace, Finance Director

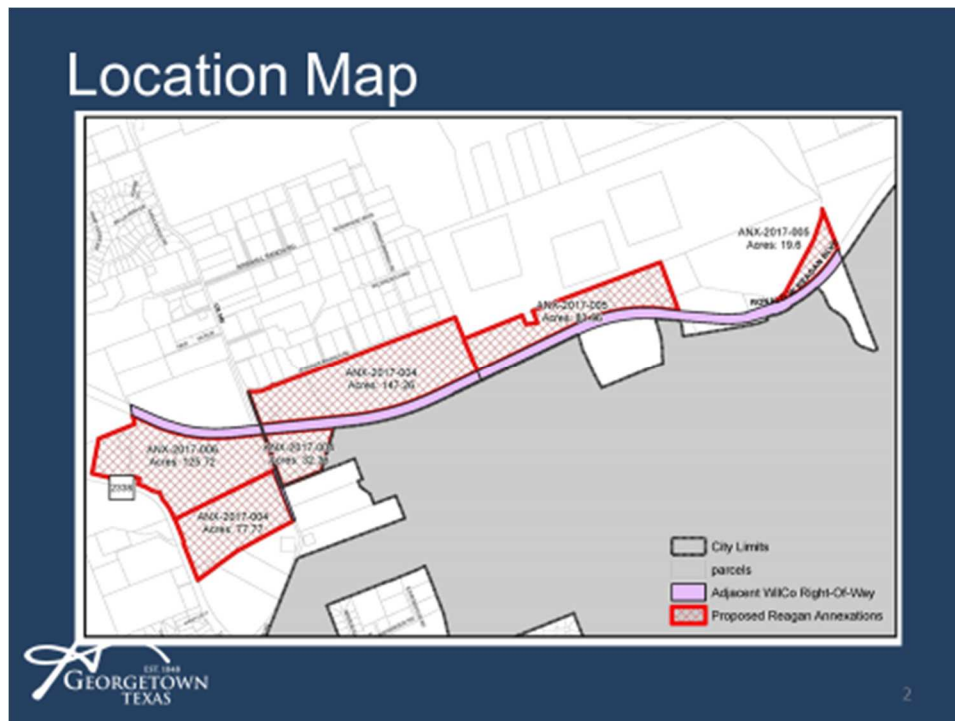
Motion by Gonzalez, second by Gipson, to approve the Statutory Consent Agenda in its entirety.

Approved: 6-0 (Eby absent)

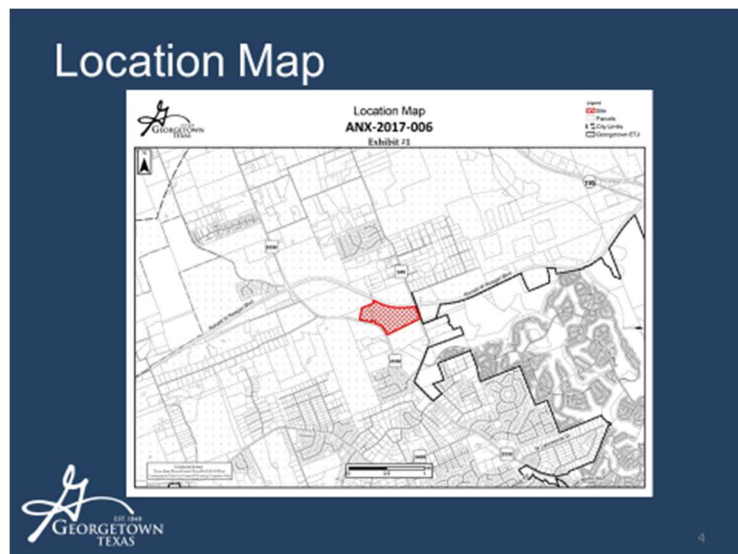
Legislative Regular Agenda

- F. Consideration and possible action to hear and grant a **Petition** for the **Voluntary Annexation** of **120.53 acres** in the Lewis P. Dyches Survey located approximately west of the **intersection of Ronald Reagan Boulevard and County Road 245** to be known as **Highland Village** and for the Voluntary Annexation of the adjacent right-of-way known as Ronald Reagan Blvd -- Chris Yanez, ANU-A, Assistant Planning Director

Chris Yanez, the City's Assistant Planning Director, spoke on a petition for voluntary annexation of 120.53 acres to be known as Highland Village. He explained the similarity of items F through K and how it would be a petition and a public hearing for each voluntary annexation. He provided a location map showing all 4 properties.



Yanez provided a location map and Item Summary for Highland Village.



Item Summary:

In order to complete the annexation, the following process will be followed:

August – September Annexation Cycle

- August 8, 2017: Grant petition for annexation
- August 8, 2017: 1st Public Hearing held at City Council Meeting.
- August 22, 2017: 2nd Public Hearing at City Council Meeting.
- Sept. 12, 2017: 1st Reading of Ordinance at City Council Meeting,
- Sept. 26, 2017: 2nd Reading of Ordinance. *(Second Reading can be held up to 90 days from 1st reading, the last scheduled Council Meeting in the 90 days is November 28, 2017)*

Recommended Motion: City Council grants the petition for voluntary annexation.



Yanez read the caption for Item F.

Motion by Fought, second by Hesser, to approve Item F.

Approved: 6-0 (Eby absent)

- G. **Public Hearing** for the **Voluntary Annexation** of **120.5 acres** in the Lewis P. Dyches Survey located approximately west of the **intersection of Ronald Reagan Boulevard and County Road 245** to be known as **Highland Village** and for the Voluntary Annexation of the adjacent right-of-way known as Ronal Reagan Blvd -- Chris Yanez, SNU-A, Assistant Planning Director

Chris Yanez, Assistant Planning Director, spoke on the Public Hearing portion of the annexation request for Highland Village and provided an Item Summary.

Item Summary:

In order to complete the annexation, the following process will be followed:

August – September Annexation Cycle

- August 8, 2017: Resolution accepting petition
- August 8, 2017: 1st Public Hearing held at City Council Meeting.
- August 22, 2017: 2nd Public Hearing at City Council Meeting.
- Sept. 12, 2017: 1st Reading of Ordinance at City Council Meeting,
- Sept. 26, 2017: 2nd Reading of Ordinance. *(Second Reading can be held up to 90 days from 1st reading, the last scheduled Council Meeting in the 90 days is November 28, 2017)*

Recommended Motion: No action is required for the public hearing of this item.



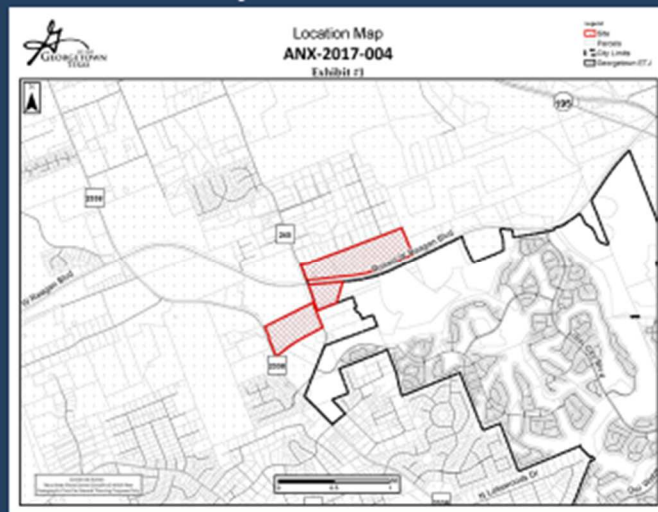
Yanez read the caption.

Mayor Ross opened the Public Hearing at 6.25 PM. No persons wished to speak. Mayor Ross closed the Public Hearing at 6.25 PM.

- H. Consideration and possible action to approve a Resolution accepting a **petition** and **setting public hearing dates** for the **Voluntary Annexation** of **244.86 acres** in the Fredrick Foy Survey located approximately along and between the intersections of **Ronald Reagan Boulevard at County Road 245** and **Ronald Reagan Boulevard and Sun City Boulevard** to be known as **Somerset Hills-1** and for the Voluntary Annexation of the adjacent right-of-way known as Ronald Reagan Boulevard and County Road 245 -- Chris Yanez, CNU-A, Assistant Planning Director

Chris Yanez, the City's Assistant Planning Director, spoke on a petition for voluntary annexation of 244.86 acres to be known as Somerset Hills-1. He provided a location map and an Item Summary.

Location Map



9

Item Summary:

In order to complete the annexation, the following process will be followed:

August – September Annexation Cycle

- August 8, 2017: Grant petition for annexation
- August 8, 2017: 1st Public Hearing held at City Council Meeting.
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Recommended Motion: City Council grants the petition for voluntary annexation.



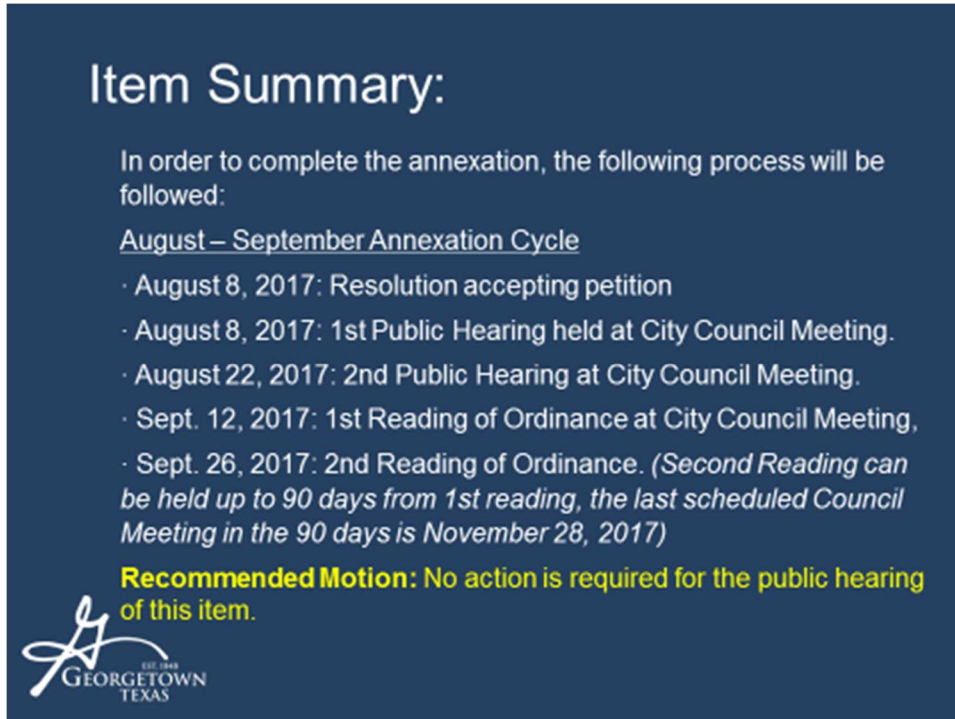
Yanez read the caption.

Motion by Fought, second by Hesser, to approve Item H.

Approved: 6-0 (Eby absent)

- I. **Public Hearing** for the **Voluntary Annexation** of **244.86 acres** in the Fredrick Foy Survey located approximately along and between the intersections of **Ronald Reagan Boulevard at County Road 245** and **Ronald Reagan Boulevard and Sun City Boulevard** to be known as **Somerset Hills-1** and for the Voluntary Annexation of the adjacent right-of-way known as Ronald Reagan Boulevard and County Road 245 -- Chris Yanez, CNU-A, Assistant Planning Director

Chris Yanez, Assistant Planning Director, spoke on the Public Hearing portion of the annexation request for Somerset Hills-1. He provided an Item Summary and read the caption.

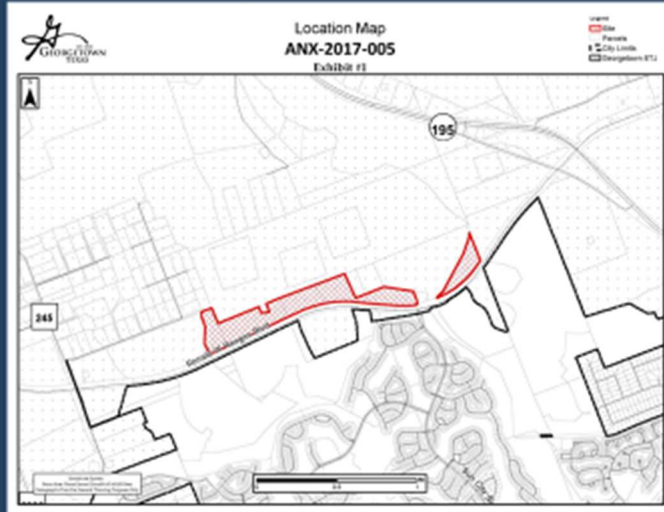
A blue rectangular graphic with white and yellow text. At the top, it says 'Item Summary:'. Below that, it states 'In order to complete the annexation, the following process will be followed:'. Then, it lists a timeline under the heading 'August – September Annexation Cycle'. The timeline includes: August 8, 2017: Resolution accepting petition; August 8, 2017: 1st Public Hearing held at City Council Meeting; August 22, 2017: 2nd Public Hearing at City Council Meeting; Sept. 12, 2017: 1st Reading of Ordinance at City Council Meeting; Sept. 26, 2017: 2nd Reading of Ordinance. (Second Reading can be held up to 90 days from 1st reading, the last scheduled Council Meeting in the 90 days is November 28, 2017). At the bottom, in yellow text, it says 'Recommended Motion: No action is required for the public hearing of this item.' In the bottom left corner is the Georgetown Texas logo, which features a stylized 'G' and the text 'EST. 1845 GEORGETOWN TEXAS'.

Mayor Ross opened the Public Hearing at 6.28 PM. No persons wished to speak. Mayor Ross closed the Public Hearing at 6.28 PM.

- J. Consideration and possible action to approve a Resolution accepting a **petition** and **setting public hearing dates** for the **Voluntary Annexation** of **133.1 acres** in the Fredrick Foy Survey located approximately along and between the intersections of **Ronald Reagan Boulevard at County Road 245** and **Ronald Reagan Boulevard and Sun City Boulevard** to be known as **Somerset Hills-2** and for the Voluntary Annexation of the adjacent right-of-way known as Ronald Reagan Boulevard -- Chris Yanez, CNU-A, Assistant Planning Director

Chris Yanez, the City's Assistant Planning Director, spoke on a petition for voluntary annexation of 133.1 acres to be known as Somerset Hills-2. He provided a location map and Item Summary.

Location Map



14

Item Summary:

In order to complete the annexation, the following process will be followed:

August – September Annexation Cycle

- August 8, 2017: Grant petition for annexation
- August 8, 2017: 1st Public Hearing held at City Council Meeting.
- August 22, 2017: 2nd Public Hearing at City Council Meeting.
- Sept. 12, 2017: 1st Reading of Ordinance at City Council Meeting.
- Sept. 26, 2017: 2nd Reading of Ordinance. *(Second Reading can be held up to 90 days from 1st reading, the last scheduled Council Meeting in the 90 days is November 28, 2017)*

Recommended Motion: City Council grants the petition for voluntary annexation.



Yanez read the caption.

Motion by Fought, second by Hesser, to approve Item J.

Approved: 6-0 (Eby absent)

- K. **Public Hearing** for the **Voluntary Annexation** of **133.1 acres** in the Fredrick Foy Survey located approximately along and between the intersections of **Ronald Reagan Boulevard at County Road 245** and **Ronald Reagan Boulevard and Sun City Boulevard** to be known as **Somerset Hills-2** and for the Voluntary Annexation of the adjacent right-of-way known as Ronald Reagan Boulevard -- Chris Yanez, CNU-A, Assistant Planning Director

Chris Yanez, Assistant Planning Director, spoke on the Public Hearing portion of the annexation request for Somerset Hills-2 and provided an Item Summary. Yanez read the caption.

Item Summary:

In order to complete the annexation, the following process will be followed:

August – September Annexation Cycle

- August 8, 2017: Resolution accepting petition
- August 8, 2017: 1st Public Hearing held at City Council Meeting.
- August 22, 2017: 2nd Public Hearing at City Council Meeting.
- Sept. 12, 2017: 1st Reading of Ordinance at City Council Meeting,
- Sept. 26, 2017: 2nd Reading of Ordinance. *(Second Reading can be held up to 90 days from 1st reading, the last scheduled Council Meeting in the 90 days is November 28, 2017)*

Recommended Motion: No action is required for the public hearing of this item.



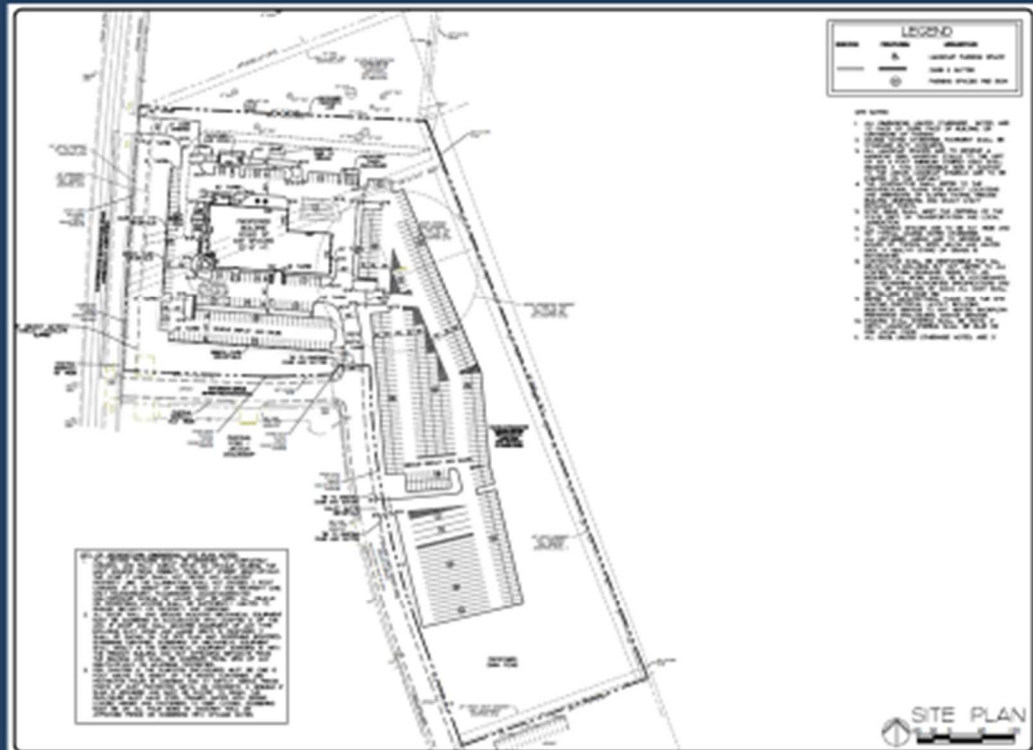
Mayor Ross opened the Public Hearing at 6.30 PM. No persons wished to speak. Mayor Ross closed the Public Hearing at 6.30 PM.

- L. **Public Hearing and First Reading** of an Ordinance for a **Special Use Permit** to allow an **automotive sales facility** located at **6801 South IH-35** within the General Commercial (C-3) District, to be known as **Echo Park** -- Sofia Nelson, Planning Director (**action required**)

Sofia Nelson, Planning Director, spoke on a request for a special use permit to allow automotive sales at 6801 South IH35, an area to be known as Echo Park. She provided a location map and said the property was recently rezoned and annexed. Nelson provided an aerial view of property and described the property and surrounding properties. Nelson provided a zoning map, a future land use map and described densities in the area.

Nelson said an analysis looked at other areas open along I35 and identified 4 different areas with larger acreages that might be suitable for the applicant's request. She provided a conceptual plan proposed by the applicant.

Nelson discussed Special Use Permit Approval Criteria and offered the Planning and Zoning Commission Recommendation. She noted that the Planning & Zoning Commission had recommended approval and staff is recommending denial, because of the 2030 Comprehensive Plan.



Conceptual Plan

Special Use Permit Approval Criteria

In addition to the criteria for zoning changes in, the City Council may approve an application for a Special Use Permit where it reasonably determines that there will be no significant negative impact upon residents of surrounding property or upon the general public. The City Council shall consider the following criteria in its review:

- A. The application is complete and the information contained within the application is sufficient and correct enough to allow adequate review and final action;
- B. The zoning change is consistent with the Comprehensive Plan;
- C. The zoning change promotes the health, safety or general welfare of the City and the safe orderly, and healthful development of the City;
- D. The zoning change is compatible with the present zoning and conforming uses of nearby property and with the character of the neighborhood; and
- E. The property to be rezoned is suitable for uses permitted by the district that would be applied by the proposed amendment.



Special Use Permit Approval Criteria

3.07.030 Approval Criteria

C. In addition to the criteria for zoning changes in Section 3.06.030, the City Council may approve an application for a Special Use Permit where it reasonably determines that there will be no significant negative impact upon residents of surrounding property or upon the general public. The City Council shall consider the following criteria in its review:

1. The proposed special use is not detrimental to the health, welfare, and safety of the surrounding neighborhood or its occupants.
2. The proposed conceptual site layout, circulation plan, and design are harmonious with the character of the surrounding area.



Special Use Permit Approval Criteria

3.07.030 Approval Criteria Continued...

3. The proposed use does not negatively impact existing uses in the area and in the City through impacts on public infrastructure such as roads, parking facilities, and water and sewer systems, and on public services such as police and fire protection and solid waste collection and the ability of existing infrastructure and services to adequately provide services.
4. The proposed use does not negatively impact existing uses in the area and in the City through the creation of noise, glare, fumes, dust, smoke, vibration, fire hazard or other injurious or noxious impact.



P & Z Recommendation.

- At their July 18, 2017 meeting, the Planning and Zoning Commission voted unanimously to approve the applicant's request.

Nelson read the caption.

Mayor Ross opened the Public Hearing at 6.35 PM.

Persons wishing to speak on Item L included: Karen Wunsch, John Russ, who donated his time to Karen Wunsch and Larry Kokel. Karen Wunsch said that she represents Echo Park and provided a presentation. Wunsch explained that this dealership is a growing brand segment of Sonic Automotive, a Fortune 500, publicly-traded company. Wunsch said that she disagrees with the staff and believes that the project is consistent with

Georgetown's 2030 Comprehensive Plan. She noted that the use meets the SUP approval criteria specified in the Unified Development Code. She provided slides showing the consistency that she believes the project meets.

Consistent with 2030 Plan

Future Land Use Map

2.58 acres (22%) of tract proposed for **Community Commercial** uses described as:

- Retail
- Professional office
- Service-oriented business activities
- Serve more than one residential neighborhood

SUP Request

- Auto sales is a segment of retail.
- Use also provides service-oriented business activities.
- Site not conducive for office given existing land use pattern.
- Saturation of a use is determined by the market not zoning.
- Fits within an existing industry cluster that creates a regional draw for shoppers and visitors.

Consistent with 2030 Plan

Future Land Use Map

9.55 acres (78%) of tract proposed for **Employment Center** uses intended for:

- large, undeveloped tracts located at strategic positions
- well planned, larger scale employment and business activities
- transition between commercial uses and residential neighborhoods
- encouraged to develop in a campus-like setting with generous open space that encourages pedestrian activity

SUP Request

- 12.23 acre tract does not seem large enough to compete with the existing land use pattern established to the south and east.
- Although it developed organically, the area works as a planned employment and activity area with an estimated 500 employees and thousands of visitors.
- Site plan utilizes a unique, L-shaped tract to create an integrated terminus of existing commercial uses before transitioning to undeveloped land to the north.
- Open space provided courtesy of Rabbit Hill and sidewalks exist along IH 35, Gateway, and Kelley.

Economic Benefits

- Sales tax on \$6 million in revenue from parts and services
- Attracts 5,100 customers per year that may also eat, shop, and visit local retail establishments (Downtown square, Wolf Ranch)
- Employs 30 or more associates (\$48,000 – \$90,000+)
- \$13,000,000 investment results in \$551,200 ad valorem taxes collected for City of Georgetown
- Utility revenues for water, sewer, and electric
- Lending partnerships with local banks and credit unions
- Tradition by **EchoPark** of community involvement w/ local non-profits and schools.

Larry Kokel spoke on the project next. He said that he represents the W.D. Kelley Foundation, which has a 25 year history. Kokel noted that Texas Crushed Stone was across the way from the property and the demographics lead to an auto business in this spot. Kokel said he believes it would be a positive use of the misshaped property and the City would benefit from sales tax on the services provided. He explained that half of the site would be behind the Mac Haik dealership property. Kokel said this auto sales use is the natural use to what is currently there. He noted that the owner of the property, Dale Illig, was present if the Council had any questions.

Mayor Ross asked if this project is a used car lot. Kokel said yes, but that it is an upper end used auto sales business and sells pre-owned cars that are more like new cars. Ross asked what would be typical cars sold here. John Russ, Vice President of Echo Park, said Echo Park is part of the much larger Sonic Automotive. He noted that the average vehicle would be in the \$25,000 range, and 2 to 3 years old. The dealership will specialize in late model pre-owned vehicles. Russ said there are currently 6 stores in the Denver market.

Mayor Ross closed the Public hearing at 6.50 PM.

Councilmember Jonrowe asked if all car dealerships need to get a Special Use Permit. Nelson said yes, because of the industrial designation. Jonrowe asked why staff believes this usage does not fit with the Comprehensive Plan. She asked if there was a number of criteria missed. Nelson said this is not set, and it had been reviewed as a team with the Economic Development Department, the City Manager and the Planning Department. Jonrowe asked where car dealerships should be. Nelson said, ideally, they would be closer to the southern area already developed as car dealerships. She said it is hard to expand out of that area.

Jonrowe asked for clarification. Nelson showed on the map, where current dealerships exist. Nelson said there are dealerships to the north and the south of this property. She explained that the Comprehensive Plan identifies the area now being used for dealerships. Jonrowe asked if the City's marketing study identified any leakage in cars. City Manager, David Morgan, said a leakage in the auto industry was not identified, but he will bring confirmation and specifics back to the Council.

Mayor Ross said the presentation identified the unusual shape of the property that might not get a better use and noted that the Planning and Zoning Commission had recommended approval unanimously. Ross suggested that the criteria might be in need of adjustment and staff's hand could be forced because of current rules.

Councilmember Nicholson asked Nelson for an explanation of Slide 5 as seen in the Agenda Packet. Nelson went to the agenda and clarified.

Councilmember Gonzalez said that this is a good use for this property. He said the policy should be updated instead of the fighting ourselves. City Manager, Morgan, said the Comprehensive Plan is just a guide and Council has the decision to make.

Motion by Hesser, second by Gonzalez, to approve Item L.

Approved: 6-0 (Eby absent)

- M. **Public Hearing** and **First Reading** of an Ordinance **Rezoning** approximately **1.69 acres** in the C. Stubblefield and J.P Pulsifer Survey, located at **1301 West University** from Residential Single-Family (RS), Agriculture (Ag), and Multi-family District (MF-2) to a Planned Unit Development with a General Commercial (C-3) base zoning, to be known as **Natural Grocers** -- Sofia Nelson, Planning Director (**action required**)

Sofia Nelson, Planning Director, spoke on a rezoning request for 1.69 acres to be known as Natural Grocers. She provided a location map, future land use map and zoning map. She noted that the developer would be seeking a Planned Unit Development with C3 zoning.

Nelson provided the Proposed PUD and the Site Plan.

Proposed PUD

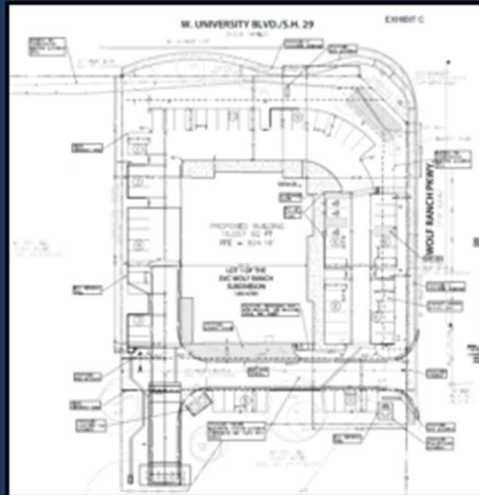
Land use predictability - a list of permitted uses have been included in the PUD to allow for improved land use protections on a key commercial/retail intersection.



Specific Uses Allowed within the District		
Allowed by Right	Subject to Limitations	Special Use Permit (SUP)
Artisan Studio/Gallery	Activity Center (youth/senior)	Regulated
Auto. Parts Sales (Indoor)	Athletic Facility, Indoor or Outdoor	Auto. Repair and Service, Limited, General
Banking/Financial Services	Bar/Tavern/Club	Car Wash
Dry Cleaning Service	College/University	Fuel Sales
Event Catering/Equipment Rental	Commercial Recreation	Auto. Sales, Rental, Leasing
Farmers' Market	Community Center	Hospital, Psychiatric
Fitness Center	Dance Hall/Night Club	Major Event Entertainment
Food Catering Services	Data Center	Meat Market
		Substance Abuse Treatment Facility
General Retail	Day Care (group/commercial)	
General Office	Dining Room	
Hotel/Inn/Motel (incl. extended stay)	Event Facility	
Integrated Office Center	Live Music/Entertainment	
Medical Diagnostic Center*	Micro Brewery/Winery	
Medical Office/Clinic/Complex	Neighborhood Amenity Center	
Nature Preserve/Community Garden	Park (neighborhood/regional)	
Personal Services (incl. hairdressing)	Pest Control/Sanitation Services	
Printing/Mailing/Copying Services	School (Elementary, Middle, High)	
Restaurant (general/drive-through)	Upper-story Residential	
Surgery/Post Surgery Recovery		
Theater (studio/live)		
Urgent Care Facility*		
Utilities (Minor/Intermediate/Major)		
Veterinary Clinic (indoor only)		
* Permitted as part of multi-tenant development		

Site Plan

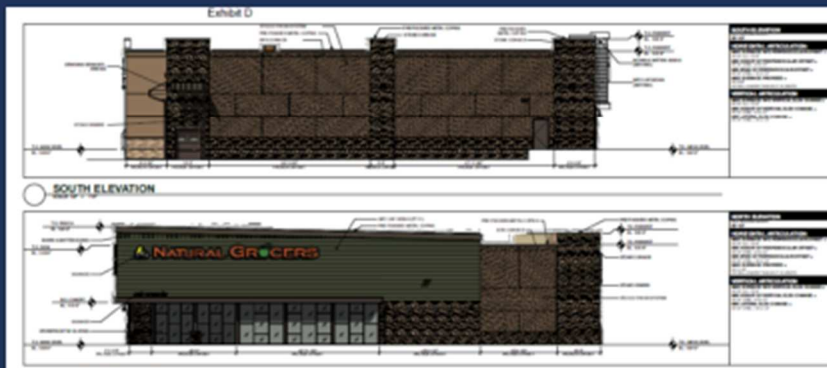
Reduction of a parking setback on the west side of the site - The applicant is requesting a reduction in the parking setback from 15' to 5'



Nelson described the North and South Elevations, as well as the West and East Elevations.

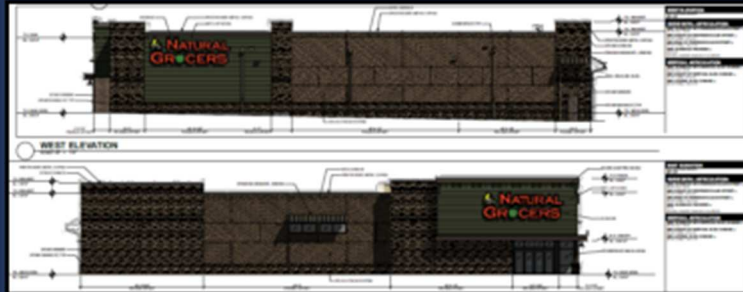
North and South Elevations

Improved Architectural Standards - the developer will meet all commercial design requirements of the UDC and has committed to follow the design requirements of Wolf Ranch (to include materials and masonry finishes consistent with those of the wolf ranch development).



West and East Elevations

Signage - the applicant is requesting a 1.3 ratio of sign area to building frontage along the front of the building. This is an increase to the 1.0 ratio of sign area to building frontage required of the UDC.



The Landscape Plan for the project was shown.

Landscape Plan

Tree Removal - the applicant is requesting to remove trees consistent with the tree protection and mitigation plan provided for in the PUD.



Nelson said the Planning and Zoning Commission made a recommendation of approval for the project with the following exception:

- Signage shall meet the requirements of the UDC

Nelson read the caption.

Mayor Ross opened the Public Hearing at 7.04 PM. Dave Meyer, the Developer for Natural Grocers, asked to speak. He noted that Natural Grocers will celebrate their 67th anniversary this year. He said they have been working on this location for some time and had purchased the property from Simon. Meyer said they had submitted their pre-app in November of 2014 and have been working closely with Hillwood, the City and Wolf Ranch. He said that the company has purchased an additional ½ acre. He described the access easement. He

then described Natural Grocers, in general, and what they are about. He spoke on their 100% organic produce, vitamin supplements, their concept and the philosophy. Meyer said the architecture will be tied to the Wolf Ranch structure, with C-3 setback variance. He explained that Natural Grocers has added restrictions and is planting 17 new trees. Meyer said they are still working on the signage with staff.

Mayor Ross closed the Public Hearing at 7.10 PM.

Motion by Jonrowe, second by Nicholson to approve Item M.

Hesser said he does not understand 1.3 versus 1.0 when discussing signage. Meyer said it pertains to 187 square feet for a wall sign on the east and 141 square feet for a sign on the north side. He said there is less than 50 square feet of difference. He said the sign that they want would be a little taller and a little wider, which is similar to Wolf Ranch signage. Meyer said the east elevation is the most important.

Councilmember Gipson asked if this allowance has been done. Nelson said it was utilized in Wolf Ranch but not with visibility from Hwy29. She said shifting square footage has been used in the past.

Hesser asked which side this pertains to. Nelson said they would make the signage facing the feed store smaller to grant the exception.

Approved: 6-0 (Eby absent)

- N. Consideration and possible action to amend the **GoGeo Fare Policy to allow free service** during an **introductory period** -- Edward G. Polasek, AICP, Transportation Planning Coordinator

Ed Polasek, Transportation Planning Coordinator, spoke on waiving fees in the introductory period of the City's new transit system, GoGeo. He noted that Round Rock will be offering free ridership for the first week of their bus system and it would be good marketing and a good way to provide introduction and education for the program. He said the revenue would amount to \$1400 and staff recommends this.

Councilmember Jonrowe asked if any other cities did more than one week of free ridership. Polasek said that San Marcos did offer 2 free weeks with their system. Mayor Ross suggested offering 2 free weeks.

Councilmember Gonzalez said he is in favor of offering 2 free weeks but staff should not use those figures when determining ridership.

Polasek read the caption.

Motion by Jonrowe, second by Nicholson, to approve Item N, with the direction to allow 2 free weeks of ridership for the introductory period for GoGeo.

Approved: 6-0 (Eby absent)

- O. Consideration and possible action to adopt the **Title VI Plan and Annual Report for GoGeo and TxDOT** funded transportation programs authorizing the Mayor to sign the **USDOT Standard Title VI General Assurances** -- Edward G. Polasek, AICP, Transportation Planning Coordinator

Ed Polasek described the Title VI Plan and requirements for TxDOT funded transportation programs. He explained that federally funded programs must have a Title VI Plan and commit to general assurances. He described the provisions.

Polasek read the caption.

Motion by Jonrowe, second by Gipson, to approve Item O.

Approved: 6-0 (Eby absent)

- P. Consideration and possible action to conduct a **public hearing** on the **proposed 2017 Property Tax Rate** used for the **FY2018 Annual Budget** -- Leigh Wallace, Finance Director

Leigh Wallace spoke on the Public Hearing for the proposed 2017 Property Tax Rate to be used for the FY2018 Annual Budget and provided a brief presentation.

She began the presentation with the Budget Background at the Process to Date

Budget Background/Process to Date

- The City Council completed budget workshops on July 11th and 12th providing important feedback and direction to staff for developing the proposed budget.
- Following these workshops, city staff evaluated final revenue estimates and expenditure projections for FY2017/18 and included the City Council's feedback
- The proposed budget was filed with the City Secretary on July 21 in compliance with the City Charter.
- Proposed Budget presented to Council July 25
- Council set max tax rate at 42 cents on July 25

Wallace spoke on the Property Tax Revenue for FY2018

Property Tax Revenue – FY2018

- General Fund
 - \$13.4M in 2018
- Debt Service Fund
 - \$13.5M in 2018
 - Includes early defeasance of debt to provide future capacity for voter approved bond projects for transportation
 - \$500K payment of principal reduction
 - Refunding savings of 6.6% or over \$200K over life of bonds
 - Refunds 2009 GOs and COs issued at 3.5%-5%
 - Early fall timing

Wallace provided Expenditure Highlights of the General Fund.

General Fund – Expenditure Highlights

- Parks
 - Garey Park operations – partial year
 - 5 full time 1.5 part time positions, equipment
 - Aquatics Support
 - Landscaping increase for additional areas and standards
- Police
 - Three new police positions – 2 patrol, 1 SRO
 - Equipment replacement
- Fire Department
 - Promotional Assessment centers to improve promotion processes
 - SCBA and protective equipment replacement

General Fund – Expenditure Highlights

- Public Works
 - Increase in solid waste contracted expense
 - Rate impact will be determined before final budget
 - Full year of transit operations
 - Partially offset by Georgetown Health Foundation grant
 - Voucher study
 - Bike Master Plan
 - Traffic Analysis contract support when needed
 - Landscaping increase for right of way maintenance
 - \$1.2M in General fund maintenance for streets and sidewalks

General Fund – Expenditure Highlights

- Library and Arts
 - Part time Arts and Culture coordinator
 - Additional funding for staffing coverage
- Administrative
 - Open Records position to support growth demands and improve responsiveness
 - Historic records preservation – final phase
 - Contract inspections and planning review during peak times

Wallace provided figures for the Spring 2018 Preliminary Debt Issue.

Spring 2018 Preliminary Debt Issue

• General Obligation	\$26.4M
• Cert of Obligation	\$8.6M
• Self Supporting Debt	\$1.0M
• Utility Debt	<u>\$6.5M</u>
• Total	\$42.5M

Wallace provided definition of Effective Tax Rate and Rollback Rate.

- Effective Tax Rate = tax rate needed to raise the same amount of property tax revenue from the same properties in both 2016 and 2017 tax years
- Rollback Rate = highest tax rate that the City can adopt before voters can petition for an election to limit the tax rate

Wallace spoke on Property Valuations and the Proposed Tax Rate.

Property Valuations

- Total assessed valuation is certified at \$7.3 billion, which is an overall increase of 8.8% increase over last year
- New and annexed value represents \$201M
- Existing property increased 5.9% over last year
- Frozen and Disabled exemptions values increased 8.2% to \$2.63 billion, which represents 35% of our tax base
- The average *taxable* homestead value increased \$13,351 (5.35%) over the past year to \$266,598

Proposed Tax Rate

- The **proposed tax rate is \$0.4200** per \$100 valuation, which is a **decrease of \$.004** from the 2016 (FY17) Tax Rate.
 - The effective tax rate is \$.404790, which represents the rate that would be needed to produce the exact same revenue as the previous year
 - The rollback rate is \$0.433335
 - The estimated tax increase for the average homeowner (on a \$266,598 taxable value) would be \$46.71 annually or a 4.35% increase
- This tax rate includes necessary funding for proposed operations and payment of debt
- The proposed tax rate also includes the sale of \$22.4M of voter approved debt for the Road Bond and \$3.5M of voter approved debt for San Gabriel Park

Wallace provided Fiscal Year Tax Comparisons.

Fiscal Year Tax Comparisons

<u>Fiscal Year 2018</u>		<u>Fiscal Year 2017</u>	
Op&Maint Rate	\$0.19266	Op&Maint Rate	\$0.19666
Debt Service	<u>\$0.22734</u>	Debt Service	<u>\$0.22734</u>
Total Rate	\$0.42000	Total Rate	\$0.42400

Average Taxable Home Value	Average Taxable Home Value
\$266,598	\$253,067

City Tax Paid
\$1,119.71

City Tax Paid
\$1,073.00

Difference: \$46.71

Wallace spoke on the Budget Schedule.

- August 8 – 1st Public Hearing on Tax Rate
- August 15 – 2nd Public Hearing on Tax Rate and Public Hearing on the Budget
- August 22 – 1st Reading of the Budget Ordinance and a Resolution for Early Debt Pay Off
- September 12 – 2nd Reading of the Budget Ordinance

Wallace provided information on Public Outreach and Education.

Public Outreach and Education

- Proposed Budget (7/25) posted
 - City website and eBook at Library; Facebook
 - Budget Video – summary of proposed budget will be released this week
 - Press release on proposed budget
- Public Hearings on 8/8 and 8/15
- Ordinance readings at public meetings 8/22 and 9/12
- Adopted Budget in Brief published/on website
- Adopted Budget (full book) published/on website/library
- Budget Video on Adopted Budget on website/social media

Mayor Ross opened the Public Hearing at 7.30 PM. No persons had signed up to speak. Mayor Ross closed the Public Hearing at 7.30 PM.

Mayor Ross announced that he would now close the first public hearing on the proposed property tax rate. He noted that the second public hearing would be held at 6 PM on Tuesday, August 15, 2017 at the City Council Chambers at 101 E. 7th Street, Georgetown, Texas. Ross said the City Council will vote to adopt the tax rate on First Reading at 6 PM on Tuesday, August 22, 2017 at the City Council Chambers at 101 E. 7th St., Georgetown, Texas and on the Second Reading at 6 PM on Tuesday, September 12, 2017 at the City Council Chambers at 101 E. 7th St., Georgetown, Texas.

Motion by Hesser, second by Fought, to close the public hearing.

Approved: 6-0 (Eby absent)

- Q. **Public Hearing and First Reading** of an Ordinance **approving and adopting the final 2018 Service Plan, 2017 Assessment Roll**, establishing classifications for the **apportionment of costs** and the **methods of assessing special assessments** for the services and improvements to property in the Georgetown Village Public Improvement District No. 1 (**GVPID**), closing the hearing and **levying assessments** for the **cost of certain services and improvements** to be provided in the GVPID **during 2018**, fixing charges and liens against the property in the GVPID and against the owners thereof, and providing for the collection of the assessments -- Andreina Dávila-Quintero, Current Planning Manager and Leigh Wallace, Finance Director

Andreina Davila, the Current Planning Manager, spoke on the 2018 Service Plan, Assessment Roll, costs and methods of assessing special assessments for the Georgetown Village Public Improvement District No. 1. She said this is a Public Hearing for the proposed assessment for the Georgetown Village Public Improvement District No. 1 and the First Reading to approve the final 2018 Service Plan, Levy of Assessment and 2017 Assessment Roll.

Davilla provided the Service Plan and what it includes.



Service Plan

- ❖ Supplemental services and improvements to be provided for the GVPID including:
 - Pocket parks
 - Landscape areas
 - Street trees (maintenance, removal and prep)
 - Sidewalks and trails
 - Alleyways
 - Distinctive lighting and signage
 - Recreational facilities
 - Water quality facilities
 - Administrative Costs

- ❖ Total estimated cost for the next 5 years is \$1,872,532, with an average annual cost of \$374,506.41

Davila described the Levy of Assessment as \$0.14 cents per \$100 valuation. She said that this is based on the real property value as determined by the WCAD. Davila noted that there is no change from the current assessment and the assessment would be effective on January 1st.

Davila provided the GVPID Assessment.

GVPID Assessment

❖ Public Hearing

- Public hearing notices were mailed to all property owners within the district and published in the newspaper on July 26th
- As of today, no written comments have been received

❖ Ordinance

- First Reading approving the final 2018 Service Plan, Levy of Assessment, and 2017 Assessment Roll
- GVPID Advisory Board recommended approval of the final Service Plan on May 8th (5-0)

Davila said that staff has not received any written comments regarding the assessment and read the caption.

Mayor Ross opened the Public Hearing at 7.35 PM. Those who had signed up to speak on Item Q included Timothy Fleming, Thomas & Sara Schwab, who donated their speaking time to Mr. Fleming, and Tom Pulse. One person came to speak who had not submitted a form. Her name is thought to be Tadem Lazure.

Comments and concerns voiced included:

Contest equal assessment of all homes because of the disparity of properties

Only 2 named parks in Section 9

14 named parks on the West side of Shell Rd.

West side has many more amenities than the East side

There is a visible disparity in landscaping from the West to the East side

Fencing is inconsistent

East side is unattractive

Wants East side to be 12 cents instead of 14 cents like West

PID Board should improve East side

Safety is a problem

Weeds taller than the 6 foot privacy fence

HOA should handle the landscaping and mowing

Infestation of rodents

Property behind homes is unsafe

Valuation of east side goes up 30%

14 cents will generate a lot of money

Over \$450 dollars

Estimates of revenue is low

Residents own sidewalks and trees – own responsibility

Street lights work well

No alleys on the East side of Shell Road

Pay HOA Fee, but not sure for what

Where does the money go from the PID?

Residents have not received any accounting of monies

Want more accountability of money

West side trees are maintained by the PID

East side owned by homeowners

Got run around from the City regarding a dead tree

Karen Frost got someone to cut tree down

Tree limb fell on a child

City needs to remove the trees

Will pay tax but right thing needs to happen

Councilmember Gipson asked City Manager Morgan when the GVPID tax rate had been lowered from 20 cents to 14 cents. He asked if it is possible to declare different rates for the West and East sides and said he understand these concerns.

Charlie McNabb, the City Attorney, said different assessments cannot be charged, but Council has control over the service plan. McNabb said it would be possible to equalize the improvements through the work that the City does. Morgan said the service plan can be made to improve the east side. He explained that the City is getting better at knowing what they are managing regarding the GVPID. He noted that there is better clarification now and the City apologizes for the poor treatment in the past. Morgan said that the PID and City responsibilities have been made clearer.

Councilmember Gipson said the people in Georgetown Village need to get involved with their advisory board meetings. Ross asked about the financial information for the residents and if it is readily available. Morgan said the City will be sending an annual report to all residents. He explained that the PID is now in a better financial position because of City involvement.

Councilmember Gonzalez said the Advisory Board could allocate more money to the east side projects and proportionately treat both sides more fairly. Morgan said certain areas are eligible as part of the PID Improvement plan.

Councilmember Hesser said he wants a contact list to be sent to the residents also.

Mayor Ross closed the Public Hearing at 7.55 PM.

Motion by Jonrowe, second by Fought, to approve Item Q.

Approved: 6-0 (Eby absent)

- R. Discussion and possible action regarding the approval of **recommendations** of the **Strategic Partnerships for Community Services (SPCS) Advisory Board** for the **allocation of grants** for **FY 2017-18** -- Suzy Pukys, SPCS Advisory Board Chair

Shirley Rinn, the Executive Assistant to the City Manager, spoke to the Council regarding processes for the grant funding applications to the City, the meetings involved, the policies and guidelines provided to the applicants and the defined timelines and deadlines throughout the application process. She spoke of the professionalism of the Advisory Board and thanked them for their hard work. Rinn then introduced Suzy Pukys, the Chair of the Strategic Partnerships for Community Services Advisory Board, who provided the presentation and recommendations of the Board for FY2017-18 grant funding.

Suzy Pukys thanked Rinn for her support and hard work throughout the application process.

Pukys began the presentation by listing the priority areas within the City.

- Public Safety
- Transportation
- Housing
- Parks & Recreation
- Veteran Services
- Safety Net

Pukys explained that the Strategic Partnerships for Community Services Advisory Board start with a funding level from the City of \$400,049. She noted that the minimum grant funding level would be \$10,000 and the maximum grant funding level would be \$50,000.

Pukys provided a summary of the grant funding requests for FY2017-18

SPCS FUNDING REQUESTS SUMMARY FY 2017-18

- 21 Non-Profit Agencies Requested Grants for FY 2017-18
 - Total Amount Requested
 - \$656,625
 - 14 of the Applicants Received SPCS Funding in FY 2016-17
 - 4 of the Applicants are new requests
 - 2 of the Applicants requested, but did not receive SPCS Funding in FY 2016-17
 - Utility Assistance
 - 1 Non-Profit Agency requested In-Kind Utilities
 - \$26,000 (Separate Funding Source than SPCS Grants)
 - 1 Applicant received In-Kind Utilities in FY 2016-17

SPCS FUNDING REQUESTS SUMMARY FY 2017-18

- Criterion for Consideration
 - Completion of Grant Applications
 - Incomplete applications were disqualified
 - Application included clear instructions of requirements
 - Incomplete applications would not be considered;
 - Incomplete applications were disqualified in FY 2016-17
 - Request for Funding meets SPCS Policies and Guidelines
- Number of Georgetown citizens served;
- Impact of the dollars contributed vs. the overall impact to the community;
- Financial stability of each agency;

SPCS FUNDING REQUESTS SUMMARY FY 2017-18

- Criterion for Consideration
 - Local Leadership on Agency/Organization's Board of Directors;
 - Clarity of goals and outcomes presented in the grant application; and
 - Whether or not any of the agencies were currently receiving any other in-kind assistance from the City such as facility rental/utility assistance.

SPCS FUNDING REQUESTS SUMMARY FY 2017-18

- 3 Non-Profit Agencies Were Disqualified
 - Sacred Heart Community Clinic
 - Incomplete Application
 - Missing Form 990
 - Opportunities for Williamson & Burnet Counties, Inc. (OWBC)
 - Incomplete Application
 - Missing IRS 501(c)(3) Determination Letter
 - Boys and Girls Club of Georgetown
 - Incomplete Application
 - Missing City of Georgetown Program Addendum

SPCS FUNDING REQUESTS SUMMARY FY 2017-18

- **In-Kind Utility Request**
 - **Opportunities for Williamson & Burnet Counties, Inc. (OWBC)**
 - Advisory Board disqualified OWBC as outlined in previous slide.
 - OWBC requested \$13,000 for Meals on Wheels Programming for FY 2017-18
 - OWBC requested continued utility assistance for Mary Bailey Head Start Facility and Madella Hilliard Neighborhood Center for FY 2017-18
 - City Owned Facilities
 - Utility assistance is funded separately from SPCS grants
 - Per terms of Lease Agreement for Madella Hilliard Neighborhood Center the Lease automatically renews only if funding for utilities are approved through the SPCS Grant Funding process.
 - OWBC must request the utility assistance annually.
 - OWBC has historically requested that the City provide utility assistance for Mary Bailey Head Start Facility along with the utilities for Madella Hilliard.

Councilmember Jonrowe asked when these applications are looked at. Pukys said the deadline for submission is May 15th and the Board met on May 18th to examine application completeness. Jonrowe asked if an application is eliminated with one strike out and how many had been eliminated or disqualified last year. Pukys said there had been 2 applications disqualified last year and 3 applications disqualified this year.

Jonrowe said it is a stringent application process if one is not able to addend. Pukys said all applicants must have the same criteria to assure fairness to all. She explained that all applicants have a check list and directives in the application and every applicant is given the same opportunity in the application process.

Councilmember Fought asked if there were any new requirements this year. Pukys said there were none. Fought said many of the applicants have submitted applications before. Fought said the Board has a hard job. Fought said if the rules haven't changed, all applicants have been treated fairly.

Jonrowe asked about the revamped process. Pukys said this is the third year with the same process. She said it does not feel good to disqualify an applicant. Jonrowe said, to her, it feels like a got you moment, maybe trying to save the Board from making harder decisions. Pukys said, philosophically, you must examine where to stop with exceptions.

Jonrowe said there are real consequences and perhaps exceptions should be made for the common good. Jonrowe said that drawing the line in the sand is still new and the City could take a more human approach. She said more flexibility is needed.

Mayor Ross said this is all about accountability. He noted that Rinn had followed up with the applicants with incomplete applications and they still did not complete them to the directives. Rinn said she made phone calls to WBCO, because of a missing financial piece and 501c3 form and a phone call to the Boys & Girls Club because of a missing required addendum.

Jonrowe asked if the Board would have denied these applications anyway. Morgan said the applicants had been made aware of their incomplete application prior to the May 15th deadline.

Councilmember Gonzalez said Rinn had made a courtesy call. Jonrowe said there needs to be an initial review by staff for everyone. Morgan said the question is in the accountability and it would not be fair to place that type of responsibility on staff. He said the accountability should be with the applicant and the deadline.

Jonrowe said her questions may be a Council thing and how much humanity should be offered. Mayor Ross said an exception for one needs to be an exception for all. He said Rinn went well above the call of duty and the applicant organizations need to have a due level of care.

Pukys went on to the presentation. She said that 3 years ago WBCO was getting their in kind contributions with the City through a different program in the City. She explained that utility assistance became part of the social funding process last year and the Board does not handle these dollars.

Motion by Fought, second by Hesser to approve the funds as recommended.

Fought thanked the Board and Shirley Rinn. He explained that the funding process is a competition and there will always be more requests than money to be given. He said the right thing has been done. He noted the funding will grow with the growth of the City and there will need to be discipline.

Jonrowe asked for the rest of the presentation.

Pukys went on with the presentation providing information on the organizations and requested amounts.

FY 2018 Annual Budget

GEORGETOWN
TEXAS

STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES 2017-18 GRANT APPLICATIONS

<u>Organization</u>	<u>Amount Requested</u>
A Gift of Time	\$20,000
Backpack Buddies	\$17,500
BIG (Brookwood in Georgetown)	\$40,000
Boys & Girls Club of Georgetown - Disqualified	\$50,000
Boy Scouts of America, Capital Area, San Gabriel District, Pack 2935	\$12,000
Caring Place	\$50,000
CASA of Williamson County	\$12,500

FY 2018 Annual Budget

GEORGETOWN
TEXAS

STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES FY 2017-18 GRANT APPLICATIONS

<u>Organization</u>	<u>Amount Requested</u>
Faith in Action	\$45,000
Girls Empowerment Network (GEN)	\$10,000
Georgetown Project	\$50,000
Goodwill of Williamson County	\$10,000
Habitat for Humanity	\$50,000
Hope Alliance	\$50,000
Literacy Council of Williamson County	\$25,000
Lone Star Circle of Care	\$50,000

STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES FY 2017-18 GRANT APPLICATIONS

<u>Organization</u>	<u>Amount Requested</u>
R.O.C.K. (Ride on Center for Kids)	\$49,625
Sacred Heart Community Clinic - Disqualified	\$50,000
Stonehaven Senior Center	\$12,000
Samaritan Center for Counseling and Pastoral Care	\$20,000
The Locker	\$20,000
Opportunities for Williamson & Burnet Counties, Inc. (OWBC)- Disqualified	\$13,000

STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES 2017-18 GRANT APPLICATIONS

	<u>Amount Requested</u>
TOTAL REQUESTED	\$656,625
TOTAL DISQUALIFIED	(\$113,000)
TOTAL CONSIDERED FOR FUNDING	\$543,625
AMOUNT AVAILABLE FOR FUNDING	(\$400,049)
SHORTFALL	(\$143,576)

Pukys provided a graph of grant allocation recommendations.

STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES FY 2017-18 GRANT ALLOCATION RECOMMENDATIONS

# of Agencies for FY 2017-18	Percentage
5	24%
4	19%
4	19%
1	5%
4	19%
3	14%
21	100%



STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES RECOMMENDED GRANT AWARDS FOR FY 2017-18

<u>Organization</u>	<u>Awarded in FY 2016-17</u>	<u>FY 2017-18 Grant Recommendation</u>
A Gift of Time* (New)		\$17,000*
Backpack Buddies		\$20,000
BIG (Brookwood in Georgetown)	\$25,000	\$30,000
Boys & Girls Club of Georgetown (Disqualified)	\$50,000	-
Boy Scouts of America (New)	-	-
Caring Place	\$50,000	\$50,000
CASA of Williamson County	\$15,000	\$20,000

* Start Up Agency; Grant Funding Recommendation is to distribute 1/3 of grant funds upfront with a six (6) month review for distribution for balance.

STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES RECOMMENDED GRANT AWARDS FOR FY 2017-18

<u>Organization</u>	FY 2017-18	
	<u>Awarded in</u> <u>FY 2016-17</u>	<u>Grant</u> <u>Recommendation</u>
Faith in Action	\$32,000	\$35,000
Girls Empowerment Network	\$10,000	\$10,000
Georgetown Project	\$42,000	\$32,000
Goodwill of Williamson County	-	-
Habitat for Humanity**	\$36,000	\$23,000**
Hope Alliance	\$40,000	\$40,000
Literacy Council of Williamson County (New)	-	\$15,000
Lone Star Circle of Care***	\$35,000	\$34,000***

** Grant Funding Recommendation is restricted to Home Repair for Georgetown citizens

***Grant Funding Recommendation is restricted to Adult Dental Care for Georgetown citizens

STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES RECOMMENDED GRANT AWARDS FOR FY 2017-18

<u>Organization</u>	FY 2017-18	
	<u>Awarded in</u> <u>FY 2016-17</u>	<u>Grant</u> <u>Recommendation</u>
Opportunities for Williamson & Burnet Counties, Inc. (OWBC)	-	-
R.O.C.K. (Ride on Center for Kids)	\$37,000	\$36,000
Sacred Heart Community Clinic (Disqualified)	-	-
Samaritan Center for Counseling & Pastoral Care (New)	-	\$15,800
Stonehaven Senior Center	\$12,000	\$12,000
The Locker	\$10,000	\$10,000
TOTAL GRANT RECOMMENDATION		\$399,800

Councilmember Nicholson noted that there is a number of great organizations and she would suggest possibly having Council receive a presentation from the organizations for the funding requests. Pukys explained that this had been done in the past and it was the desire of the Council to become as neutral as possible, without bias to one presentation over another. The desire was to eliminate the performance aspect in the goal for objectivity.

Pukys spoke on future plans of the Board and how to improve accountability and strengthen their capacities.

STRATEGIC PARTNERSHIPS FOR COMMUNITY SERVICES FUTURE PLANS

- Continue to Review Grant Application Form Annually to Ensure Parameters are Clearly Defined for:
 - Financial Clarity
 - Georgetown Residency
 - Goals and outcomes
- Ongoing Collaboration with Regional Funders
 - Continue to have Workshops with non-profits
 - Overview of Common Grant Application
 - Funder expectations
 - Provide Feedback to Non-Profit Agencies
 - Overview of Individual Funder requirements
 - Overview of developing clear goals and measurable outcomes
 - Provide guidance and examples to Non-Profit Agencies
- Standardize Reporting Format For Annual Audit Reports

Pukys provided a list of the Strategic Partnerships for Community Services Advisory Board.

- Suzy Pukys – Chair
- Jaquita Wilson – Vice-Chair
- George Porter – Secretary
- Michael Douglas
- Alexia Griffin

Councilmember Gonzalez thanked Pukys and the Board for all the great work they have done. Gonzalez said there are always good organizations that do not get funded.

Jonrowe asked for a reminder of the funding math and when it resets. She explained that she thought there was a dollar amount per head. Rinn said Council had set a goal of \$5 per capita. At that time, the City had been spending \$10 per capita. Rinn explained that the gap from the time of that decision has not fully closed yet and is currently at about \$6.40 per capita. Morgan clarified and said the gap would be fully closed shortly. Jonrowe asked if the per capita formula applies to citizens in the City Limits or also in the ETJ. Rinn said it counts only for those in the City Limits. Rinn discussed former practices of funding and changes made over time.

Councilmember Jonrowe asked for a future Council workshop on the policies and financing for the program.

Speakers signed up to speak on Item R included Gordon Pierce and Lauren McAndrews

Comments and concerns voiced included:
 Mary Bailey and Hilliard Center in kind utilities
 Made a mistake in applications
 Have leases on these properties
 Replaced the roof for \$12k
 This is a Learning process
 Thanked Shirley Rinn for her great help
 Had asked for additional monies
 Apology for taking in kind for granted
 Wants Council to know it is greatly appreciated
 Great services going on at each site
 City needs acknowledgement for their in kind gifts

Ross thanked the Board and acknowledged the great work they have done.

Approved: 6-0 (Eby absent)

- S. Consideration and possible action to approve a **three-year contract** for **sponsorship** of **The Daytripper with Chet Garner**, a Texas Travel Show and Georgetown based business, in the amount of **\$183,000.00** -- Cari Miller, Tourism Manager

Cari Miller, the City's Tourism Manager, spoke on a contract for sponsorship with the Daytripper with Chet Garner, a Texas Travel Show. She announced that Chet Garner was present at the meeting.

Miller provided the agenda for the presentation.

- Current CVB Marketing Campaign
- Benefits of the Daytripper Sponsorship
- 2016-17 Daytripper Sponsorship Metrics
- Seeking Council Approval

Miller described the current Marketing Campaign and showed examples of the billboards featuring the Daytripper.

- News Outlets
- On-line Based Advertising
- Print Ads in Various Texas Publications
- Billboard
- Pandora
- Georgetown Promotional Materials
- The Daytripper

Miller described the Daytripper Reach and provided comparison information for Season 7 and Season 8 of the show.

The Daytripper Reach



The Daytripper airs on all
12 PBS stations in Texas
reaching 95% of homes



Airing on 266 channels in
156 markets in 47 states
113% increase over 2015

Season 7 Viewing Statistics vs. Season 8 Viewing Statistics
Seasons begin October of each Year

	Season 7 2015-16	Season 8 2016-17	Percent Increase
# of States Aired	22	47	113%
# of Episodes Aired (includes reruns)	3,264	18,061	453%
# of On-line Episode Streams	76,391	93,158	22%

Miller provided figures for viewership on social media and online.

Social Media



112,290 + Facebook fans



10,100+ twitter followers



642,390+ You Tube views



9,600+ Instagram followers

Online



Over 93,000 online streams
per year



Over 84,000 pageviews per
month on Daytripper.com

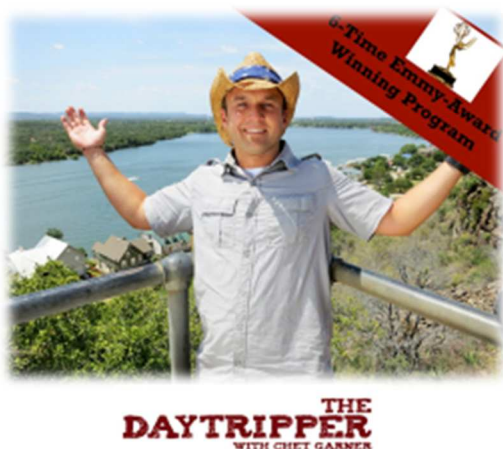
Miller spoke on the benefits of Sponsoring the Daytripper. She provided video from the show and a special Georgetown, Texas Featured Video.

Benefits of Sponsoring The Daytripper

- Broadcast - Two 10-second spots built-in to all 13 episodes which will air and rerun multiple times.

During 2016 "The Daytripper" aired a total of 18,061 times

A 453% increase over 2015



- On-line & PBS App Spots - Two 10 second spots in all 13 episodes with unlimited on-demand viewing. *During 2016 "The Daytripper" was streamed 93,158 times. A 22% increase over 2015*
- The Daytripper Website – Georgetown Logo and Hyperlink to VisitGeorgetown.com on every page of The Daytripper website. *During 2016, "The Daytripper.com" received 877,132 unique pageviews*



- The Daytripper Newsletter- Georgetown Logo and Hyperlink to VisitGeorgetown.com in The Daytripper Monthly Newsletter.
12,300+ subscribers
- On-line Promotion - Opportunities to promote visiting Georgetown on Daytripper blog, website, and social media.
- Up to Three Appearances and Hosting by Chet Garner.



2016-17 Sponsorship Metrics

- Visitors Center Survey - The Daytripper is the third leading driver of how visitors discover Georgetown. *(Only ranking below Word of Mouth and Friends and Family.)*
- TheDaytripper.com is the third leading website referral to VisitGeorgetown.com. *(Only ranking below Georgetown.org and RedPoppyFestival.com. Prior to sponsorship TheDaytripper.com was the 18th source.)*



Miller said that staff is recommending a 3 year contract, paying \$60,000 for years one and two and \$66,000 in the third year.

Councilmember Jonrowe asked Chet Garner if there is a contract for the show to be viewed on all 47 states that it runs in. Garner said there is not a contract, but he has a long term relationship with PBS. He noted that he is in year 11 with them and would certainly expect the relationship to continue for the next 3 years and after. Garner said there would be no requirement of the City if the show stopped and proration would be permitted. Jonrowe asked if the City Attorney had reviewed the contract. City Attorney, Charlie McNabb, confirmed that he had.

Councilmember Nicholson thanked Garner. Garner said he loves partnering with Georgetown.

Miller read the caption.

Motion by Jonrowe, second by Gonzalez to approve Item S.

Approved: 6-0 (Eby absent)

T. Forwarded from the General Government and Finance Advisory Board (GGAF):

Consideration and possible action to recommend **contracting** with **DecorIQ** of Fate, Texas, pending City Council appropriation in the FY2018 budget, in the **amount not to exceed \$87,400.00** for the leasing, installation, maintenance, and removal of the **2017 holiday lights**, the installation and maintenance of the building cornice lights, and the installation and removal of the holiday wreaths and tree -- Jack Daly, Assistant to the City Manager and Trish Long, Facilities Superintendent

Daly spoke on the holiday lights for the Downtown Square. He explained that even though it is only August, the Christmas light vendor is building the schedule for the 2017 holiday. He explained that the proposed contract with DecorIQ would be a straight renewal and be exactly the same as last year's contract. He noted that it is the same contract as 2015 and 2016, in the amount of \$87,400. Daly explained that \$60,000 is sponsored by the Utility Department and described which portions are covered by the Utility Department, the Facilities Department and the Convention and Visitors Bureau. Daly said the General Government and Finance Advisory Board (GGAF) had recommended approval.

Daly read the caption.

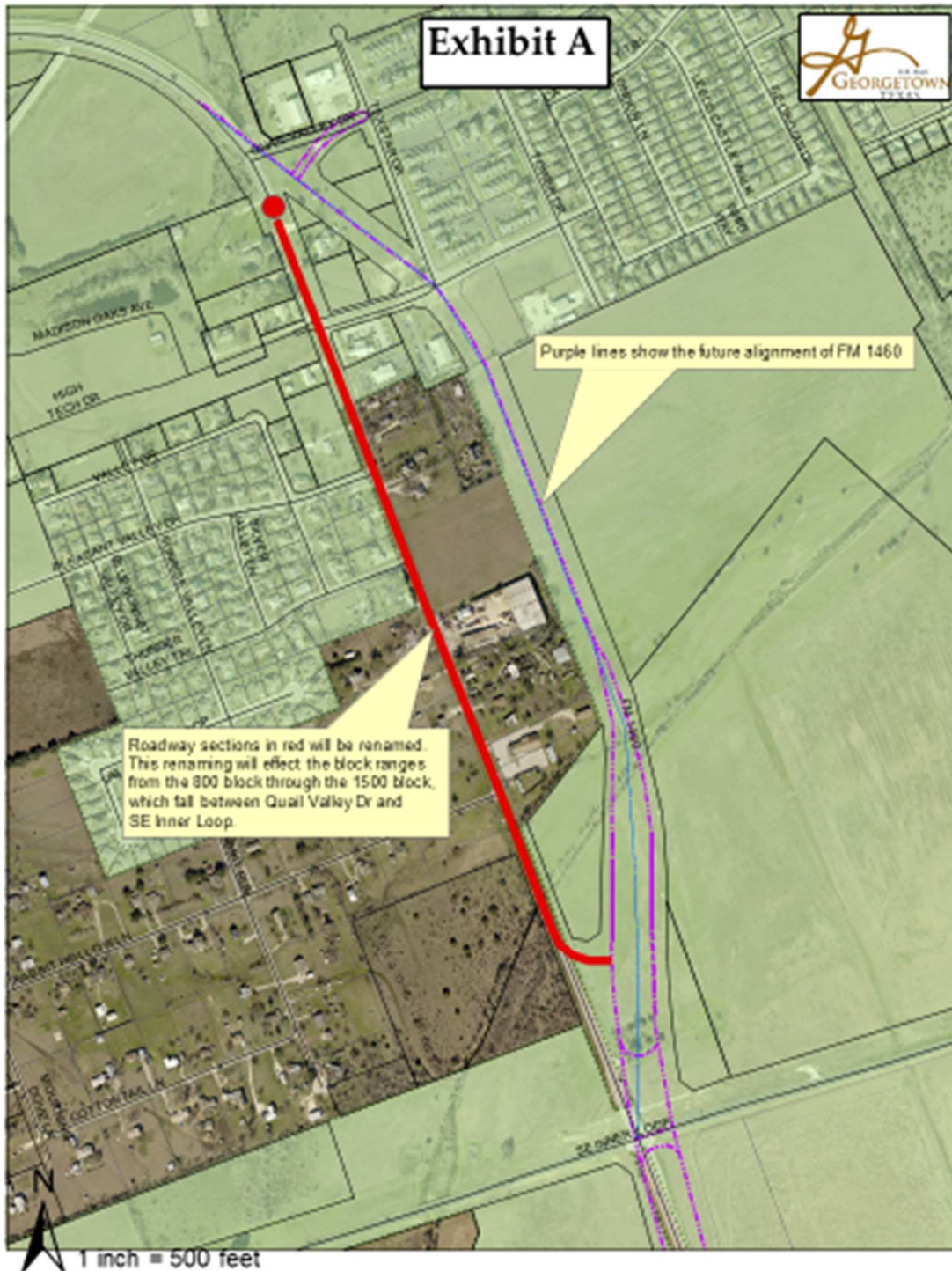
Councilmember Jonrowe asked why the wreaths are parallel on the poles instead of where people can see them. Jamie Beran from the Parks Department explained that they are positioned that way so that they do not get hit by vehicles. He said it is done this way for safety.

Motion by Jonrowe, second by Hesser, to approve Item T.

Approved: 6-0 (Eby absent)

U. Public Hearing and First Reading of an Ordinance renaming the 800 Block through the 1500 Block of FM 1460 to Davy Crockett Drive -- Edward G. Polasek, AICP, Transportation Planning Coordinator (action required)

Ed Polasek, Transportation Planning Coordinator, spoke on a name change for a portion of FM1460 to be called Davy Crockett Drive and provided a map of the area.



Polasek explained that, currently, state regulations require any road titled "FM" to be renamed, unless maintained by the state. He said that neighbors affected by this name change were mailed a list of possible names and asked to let the City know their choice. Polasek said the proposed street name receiving the most picks, and meeting all of the criteria, had been "Davy Crocket". Polasek said that TXDOT is about to open the new section and the existing roadway needs to be renamed.

Polasek read the caption.

Persons signed up to speak on Item U included Gene Stabeno, Holly Coe, Cindy Smith and Robert Smith.

Comments and concerns included:

Lived on FM 1460 for over 50 years and want the new name to sound similar

Suggestion of Old FM 1460 or FM1460 Spur

More familiar to people looking for the location

Better for EMS and Fire
Do not want new address
Please consider keeping similar to what it is

Polasek offered a reminder that the term “FM” could not be used in the new name. He suggested that Old 1460 or 1460 Spur could be used but the “FM” cannot be included. Councilmember Gonzalez asked if there is time to reconsider. Polasek confirmed and said it can be brought to Council again on a future agenda.

Comments and Concerns Voiced continued:
Does not like Davy Crockett Lane
Suggested Pickett Lane – Pickett was a long time administrator with GISD
Asked for second consideration
Likes Georgetown Valley Lane
Against Davy Crockett road
Wants old 1460 or 1460 spur
Wants the familiarity
Trouble would come with the post office
Familiarity would get the mail there
When will this happen - Polasek said after second reading of the ordinance
Does not want this portion of road to be forgotten, wants it maintained
David Crockett was never in Georgetown
11 people have expressed dislike of the name
Letter in April 2016 for names
2 months ago received the same letter
Send in 6 names
Trying for the historic element
Tonight 1st time that we heard can't use FM
Is it possible that 4 votes achieves the winning name?
Voting rating criteria does not work
Suggested 1460 Loop or 1460 Extension
Could keep the same addresses – Polasek confirmed

Councilmember Gonzalez suggested sending out a letter asking about 1460. Councilmember Nicholson asked if anything could be done tonight. Polasek said staff will continue working with the neighbors and bring it back to Council on a future agenda.

Motion by Hesser, second by Gonzalez that the proposed name Davy Crockett Lane be rejected.

Approved: 6-0 (Eby absent)

Council directed staff to bring the Item back to the Council as a first reading ordinance on a future agenda, naming the section of road FM 1460 or Old 1460 instead of Davy Crockett Lane.

- V. **First Reading** of an Ordinance **amending Chapter 10.12 entitled “Speed Limits”** of the Code of Ordinances of the City of Georgetown relating to **school speed zones**; repealing conflicting ordinances and resolutions; providing a severability clause; providing for publication and setting an effective date -- Mark Miller, Transportation Services Director

Miller read the caption.

Mark Miller, Transportation Services Director, spoke on an amendment to speed limits in school zones. He said he has been working with the GISD Executive Director of Facilities and Construction. Miller explained that there have been changes in the times that the schools are in operation and therefore the times in school speed zones need to be adjusted accordingly. He explained that, since all of the schools are being adjusted this year, all school speed zones can be set to 30 minutes before school starts to 10 minutes after in the mornings, and 5 minutes prior to dismissal to 30 minutes after dismissal in the afternoons.

Councilmember Jonrowe asked if there are times specific to each school. Miller confirmed. Jonrowe asked if this will require new signage. Miller said it will require new signage. Jonrowe asked if the school district is participating in these costs. Miller said the signage has been traditionally handled in house by the City for the past 26 years.

Motion by Jonrowe, second by Gipson, to approve Item V.

Approved: 6-0 (Eby absent)

Project Updates

- W. Project updates and status reports regarding current and future transportation and traffic project; street, sidewalk, and other infrastructure projects; police, fire and other public safety projects; economic development projects; city facility projects; and downtown projects including parking enhancements and possible direction to city staff -- David Morgan, City Manager

Mayor Ross asked City Manager, David Morgan, if he had any project updates to share. Morgan said he did not at this time, but would be happy to answer any questions.

Public Wishing to Address Council

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found on the table at the entrance to the Council Chamber. Clearly print your name and the letter of the item on which you wish to speak and present it to the City Secretary on the dais, preferably prior to the start of the meeting. You will be called forward to speak when the Council considers that item.

On a subject not posted on the agenda: Persons may add an item to a future City Council agenda by contacting the City Secretary no later than noon on the Wednesday prior to the Tuesday meeting, with the subject matter of the topic they would like to address and their name. The City Secretary can be reached at 512/930-3651.

- X. At the time of posting, no persons had signed up to address the City Council

Executive Session

In compliance with the Open Meetings Act, Chapter 551, Government Code, Vernon's Texas Codes, Annotated, the items listed below will be discussed in closed session and are subject to action in the regular session.

Y. **Sec. 551.071: Consultation with Attorney**

- Advice from attorney about pending or contemplated litigation and other matters on which the attorney has a duty to advise the City Council, including agenda items

Sec. 551.072: Deliberation Regarding Real Property

- Fire Station 7 Site Consideration

Sec. 551.074: Personnel Matters

- City Manager, City Attorney, City Secretary and Municipal Judge: Consideration of the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal

Sec. 551.087: Deliberation Regarding Economic Development Negotiations

- Downtown Infrastructure Improvements
- TLCC Update

Adjourn

Motion by Fought, second by Gipson, to adjourn the meeting. Mayor Ross adjourned the meeting at 9:10 PM.

Approved by the Georgetown City Council on _____
Date

Dale Ross, Mayor

Attest: City Secretary