

**Notice of Meeting for the  
Downtown TIRZ Board  
of the City of Georgetown  
July 29, 2020 at 2:00 PM  
at Virtual**

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 three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

**Consistent with Governor Greg Abbott's suspension of various provisions of the Open Meetings Act, effective August 1, 2020 and until further notice, to reduce the chance of COVID-19 transmission, all City of Georgetown Advisory Board meetings will be held virtually. Public comment will be allowed via teleconference; no one will be allowed to appear in person.**

**To participate, please copy and paste the following weblink into your browser:**

**Weblink:**

**Join Microsoft Teams Meeting**

**+1 512-672-8405 United States, Austin (Toll)**

**Conference ID: 242 084 253#**

**Citizen comments are accepted in three different formats:**

- 1 . Submit written comments to [shirley.rinn@georgetown.org](mailto:shirley.rinn@georgetown.org) by 1:00 p.m. on the date of the meeting and the Recording Secretary will read your comments into the recording during the item that is being discussed.**
- 2 . Log onto the meeting at the link above and "raise your hand" during the item**
- 3. Use your home/mobile phone to call the toll-free number**

**To join a Teams meeting, click on the link provided and join as an attendee. You will be asked to enter your name and email address (this is so we can identify you when you are called upon). To speak on an item, click on the "Raise your Hand" option at the bottom of the Zoom meeting webpage once that item has opened. When you are called upon by the Recording Secretary, your device will be remotely un-muted by the Administrator and you may speak for three minutes. Please state your name clearly, and when your time**

**is over, your device will be muted again.**

**Use of profanity, threatening language, slanderous remarks or threats of harm are not allowed and will result in you being immediately removed from the meeting.**

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## **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 Discussion on how this virtual conference will be conducted, to include options for public comments and how the public may address the Commission – Dale Ross, Chair

## **Legislative Regular Agenda**

- B Review the minutes from the August 1, 2019 Downtown Georgetown Tax Increment Reinvestment zone (TIRZ) Board Meeting –Mayor Dale Ross, Chair
- C Presentation of the annual financial report for the Downtown Tax Increment Reinvestment Zone – Laurie Brewer, Assistant City Manager
- D Discussion, presentation and possible action to recommend projects – Laurie Brewer, Assistant City Manager

## **Adjournment**

### **Certificate of Posting**

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the \_\_\_\_\_ day of \_\_\_\_\_, 2020, at \_\_\_\_\_, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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Robyn Densmore, City Secretary

City of Georgetown, Texas  
Downtown TIRZ Board  
July 29, 2020

**SUBJECT:**

Discussion on how this virtual conference will be conducted, to include options for public comments and how the public may address the Commission – Dale Ross, Chair

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

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**SUBMITTED BY:**

Danella Elliott

City of Georgetown, Texas  
Downtown TIRZ Board  
July 29, 2020

**SUBJECT:**

Review the minutes from the August 1, 2019 Downtown Georgetown Tax Increment Reinvestment zone (TIRZ) Board Meeting –Mayor Dale Ross, Chair

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

Danella Elliott

**ATTACHMENTS:**

Description		Type
☐	Downtown TIRZ Minutes 8.1.19	Backup Material

**MINUTES**  
**Downtown Georgetown Tax Increment Reinvestment Zone (TIRZ)**  
**City of Georgetown, Texas**  
**August 1, 2019 at 4:00 P.M.**

The Downtown Georgetown Tax Increment Reinvestment Zone (TIRZ) met on August 1, 2019 at 4PM in the City Hall Community Room at 808 Martin Luther King Jr Street, Georgetown, Texas.

**Board Members Present**

Mayor Dale Ross, Chair  
Rachael Jonrowe  
Trisha Tallman  
Rusty Winkstern

**City Staff Present**

David Morgan, City Manager  
Laurie Brewer, Assistant City Manager  
Danella Elliott, Executive Assistant  
Paul Diaz, Budget Manager  
Eric Lashley, Library Director  
Kim McAuliffe, Downtown Development Manager  
Beth Wade, Information Specialist  
Eric Johnson, CIP Manager  
Laci Grobler, Sr Accountant  
Eric Nuner, Asst Parks and Rec Director  
Amy Mertink, Finance Admin

**Board Members Absent**

Karen Soeffker

**Guests Present**

**Legislative Regular Agenda**

**A. Call to Order**

Mayor Ross called the meeting to order at 4:02pm

**B. Review minutes from the July 18, 2018 Downtown Georgetown TIRZ Board Meeting - Amy Mertink, Board Liaison**

Motion to approve the minutes by Trisha Tallman; second by Rachael Jonrowe. Approved 4-0

**C. Presentation of the Annual Financial Report for the Downtown Georgetown TIRZ - Paul Diaz, Budget Manager**

Paul Diaz reviewed the FY2019 projections and the FY2020 proposed budget, including the details of the FY2020 revenues and expenses. Paul also explained in more detail the CIP expenses for FY2020. He then reviewed the TIRZ value trends and the growth over the last few years.

**D. Discussion, presentation and possible action to recommend projects – Laurie Brewer, Assistant City Manager**

Laurie Brewer reviewed the background and guiding policies of the Downtown TIRZ and then reviewed the status of various projects in the downtown area, including both TIRZ funded projects and projects completed with other funding. Laurie also reviewed the plan for the downtown parking structure. Rachael Jonrowe expressed concerns about using such a large amount of the TIRZ funds for the parking structure. The board briefly discussed the pricing of the project and it was clarified that the parking structure has a higher price than a typical parking garage due to its location being downtown and a need for aesthetics.

**MINUTES**  
**Downtown Georgetown Tax Increment Reinvestment Zone (TIRZ)**  
**City of Georgetown, Texas**  
**August 1, 2019 at 4:00 P.M.**

**E. Presentation of Public Art and Outdoor spaces – Eric P. Lashley, Library Director**

Eric Lashley reviewed the new art in the downtown area and in the new city buildings. He also discussed the conceptual plans for the city center and showed preliminary design ideas. Concerns were also reviewed which included parking, restroom facilities, and traffic. Outreach will be done and public meetings will be held before moving forward. Funding options and the possibility of using grants will also be researched.

**Adjournment**

Motion to adjourn at 4:50 by Trisha Tallman; second by Rachael Jonrowe. Approved 4-0.

\_\_\_\_\_  
Mayor Dale Ross  
Board Chair

Date \_\_\_\_\_

\_\_\_\_\_  
Amy Mertink  
Board Liaison

Date \_\_\_\_\_

City of Georgetown, Texas  
Downtown TIRZ Board  
July 29, 2020

**SUBJECT:**

Presentation of the annual financial report for the Downtown Tax Increment Reinvestment Zone – Laurie Brewer, Assistant City Manager

**ITEM SUMMARY:**

An annual meeting of the TIRZ board is required by the by-laws. This is traditionally completed in late Summer, so that the board can review the previous year's financial activity, as well as have a preview of the upcoming budget proposal for the TIRZ.

**SPECIAL CONSIDERATIONS:**

Council is scheduled to act on all components of the FY2021 budget in August 2020.

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

Danella Elliott

**ATTACHMENTS:**

Description		Type
□	Downtown TIRZ Presentation and Financial Report	Presentation

# Downtown Tax Increment Reinvestment Zone

Fiscal Year 19 Year End Balances

Fiscal Year 20 and 21 Budget Update



# Tax Increment Reinvestment Zones

- Also called TIF – Tax Increment Financing
- Geographical area where property tax revenues are dedicated from incremental increase in assessed values towards improvements in the zone
  - Property would not develop otherwise
- Sets aside additional revenue accrued due to valuation increases after establishment of TIRZ
  - Improvement plan is approved
  - Revenues to be utilized towards improvements in the district
- Authorized by Texas Constitution and Chapter 311 of Tax Code

# Role of Board

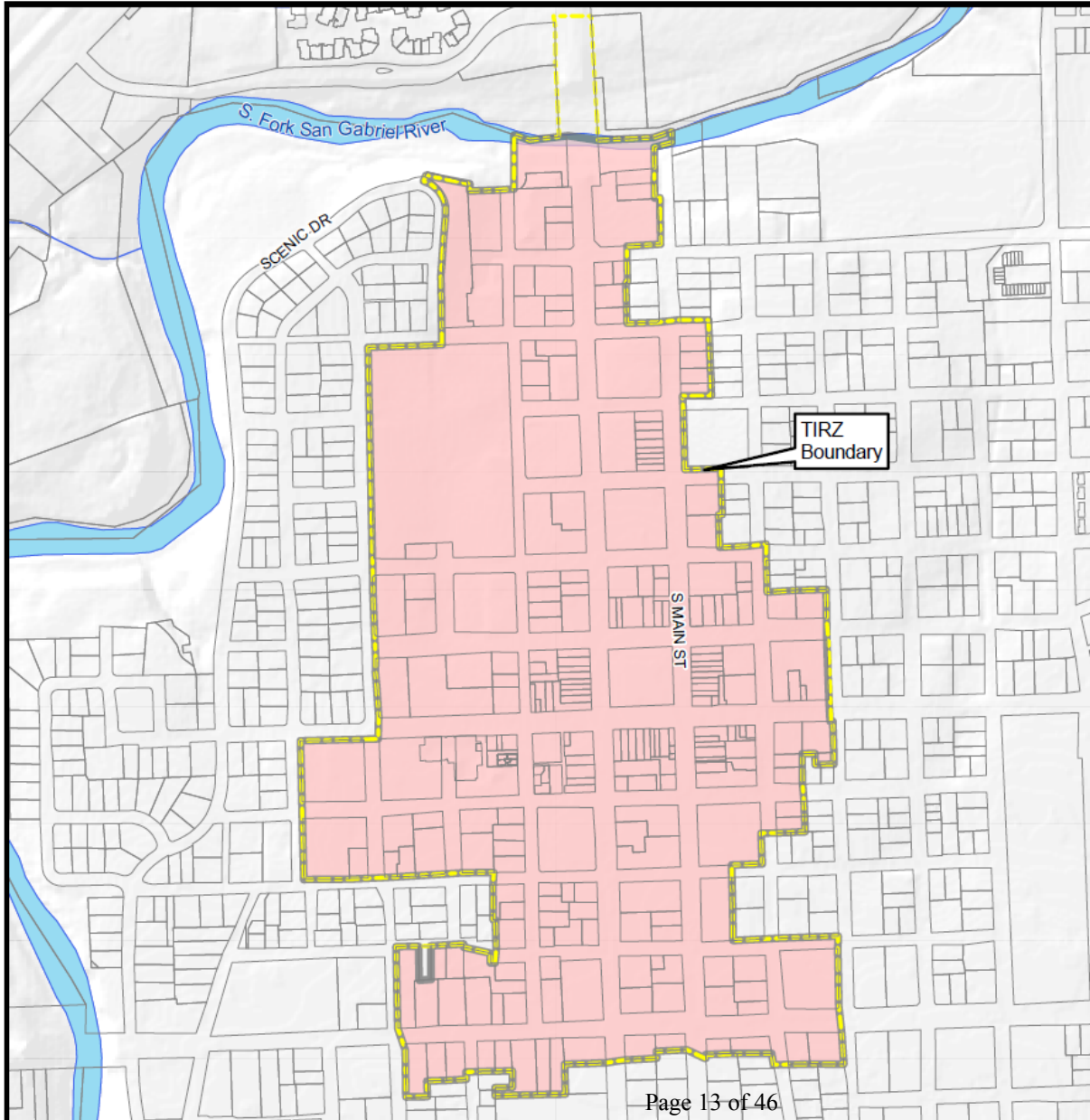
- Advisory to the Council
  - Council is final decision point for TIRZ activity
- Board approves/recommends the project and funding plans
- Annual meetings required to review financial activity

# Background

- Created to support the infrastructure for the Downtown Master Plan
  - Updated 2014
- TIRZ began 2003
  - Expanded in 2014
  - End Date 2044
- 100% of City tax increment

# Project Plan

Project
1. Construct additional surface and structured parking
2. Re-configure on-street parking to maximize number of spaces
3. Install additional landscaping around existing surface parking lots
4. Develop a master landscape and streetscape plan
5. Expand pedestrian amenities throughout zone to include: bike racks, benches, trash cans, lighting, public restrooms, public art, pedestrian crossing systems
6. Develop a festival street on 8 <sup>th</sup> Street
7. Construct new City and County offices and facilities within the zone
8. Develop additional small parks within the zone
9. Develop an "Old Jail Park" on the site of the historic jail
10. Establish a downtown arts district
11. Construct and outdoor performance space
12. Add public art along sidewalks
13. Create a scenic overlook for the San Gabriel Rivers
14. Create pedestrian bridges across the San Gabriel Rivers
15. Bring all sidewalks into compliance with Downtown Master Plan sidewalk hierarchy
16. Install brick crosswalks
17. Install pedestrian controlled street crossings
18. Create bike routes
19. Build a direct connection from Austin Ave. to the San Gabriel River Trails
20. Improve pedestrian access to Blue Hole Park
21. Improve pedestrian links from parking lots to the Square
22. Construct a pedestrian path from Southwestern to the Square
23. Create a public transit shuttle service to downtown
24. Create additional downtown housing units
25. Create a downtown hotel and convention site
26. Create a wayfinding signage program and install signage
27. Improve signage along trails
28. Bury overhead utility lines
29. Replace and upgrade water and sewer lines
30. Build a regional water quality system for the zone
31. Make Austin Ave. more pedestrian friendly
32. Converting public buildings and land in the zone through economic development projects for private commercial establishments such as restaurants, retail facilities, wineries, and similar establishments, including related public improvements and renovations



**Downtown Tax Increment Reinvestment Zone (TIRZ)**

February 2016

*Legend*

Downtown TIRZ



Downtown Overlay



Parcels



\*\*\*

Cartographic Data For  
General Planning Purposes Only

\*\*\*

Coordinate System:  
Texas State Plane/Central Zone/NAD 83/Feet



0 260 520  
Feet

Map data maintained by  
City of Georgetown IT/GIS  
512.931.7647

Expanded  
Boundaries  
of TIRZ  
in 2014

# FY2020 Projections

- After the CAFR process, the FY2019 ending balance totaled \$497,346.
- FY2020 revenues are projected to finish the year at budget
- FY2020 expenses are projected to finish \$464,645 21% less than budget.
  - Timing of maintenance.

# FY2021 Budget

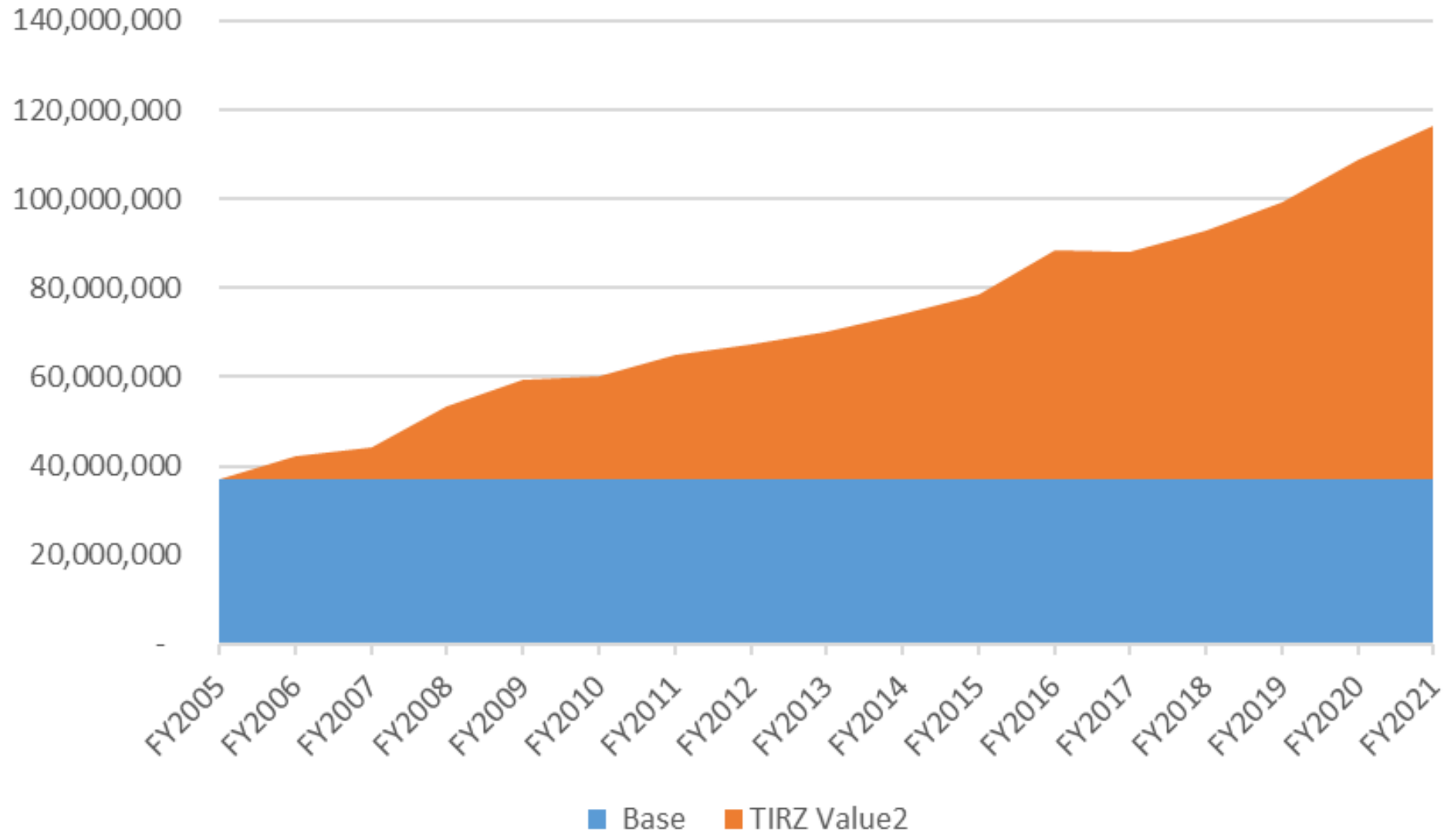
- FY2021 revenues total \$345,580, which represents an increase of 14.8% over FY2020 projections.
  - Continue to see growth in assessed value in the TIRZ

# TIRZ Value

Year	Total AV	Tax Rate	TIRZ Value	TIRZ Revenue	Base	TIRZ Value2
FY2005	37,072,593		-	-	37,072,593	-
FY2006	42,204,899	0.34626	5,132,306	17,771	37,072,593	5,132,306
FY2007	44,379,115	0.36728	7,306,522	26,835	37,072,593	7,306,522
FY2008	53,224,063	0.35659	16,151,470	57,595	37,072,593	16,151,470
FY2009	59,527,603	0.35622	22,455,010	79,989	37,072,593	22,455,010
FY2010	60,167,707	0.35622	23,095,114	82,269	37,072,593	23,095,114
FY2011	64,999,295	0.35622	27,926,702	99,480	37,072,593	27,926,702
FY2012	67,517,398	0.3875	30,444,805	117,974	37,072,593	30,444,805
FY2013	70,344,431	0.41	33,271,838	136,415	37,072,593	33,271,838
FY2014	74,097,357	0.4395	37,024,764	162,724	37,072,593	37,024,764
FY2015	78,658,889	0.434	41,586,296	180,485	37,072,593	41,586,296
FY2016	88,381,374	0.434	51,308,781	222,680	37,072,593	51,308,781
FY2017	88,039,461	0.424	50,966,868	216,100	37,072,593	50,966,868
FY2018	93,022,411	0.42	55,949,818	234,989	37,072,593	55,949,818
FY2019	99,287,162	0.42	62,214,569	261,301	37,072,593	62,214,569
FY2020	108,716,972	0.42	71,644,379	300,906	37,072,593	71,644,379
FY2021	116,234,422	0.42	79,161,829	332,480	37,072,593	79,161,829



## Downtown TIRZ Value



# FY2021 Budget

- FY2021 expenses total \$600,000
  - Maintenance \$150,000
  - Administration - \$10,000
    - Includes fees for appraisal district, tax collection, accounting/finance, legal and city management
  - \$15,000 Art
  - \$150,000 for shade structures
  - \$75,000 for Phase 1 city center
  - \$125,000 Demolition of blue building
  - \$75,000 Parking/Sidewalks

	FY2019 Actuals	FY2020 Budget	FY2020 Projected	FY2021 Base Budget	FY2021 Changes	FY2021 Budget
<b>Beginning Fund Balance</b>	<b>443,943</b>	<b>509,141</b>	<b>497,346</b>	<b>337,828</b>	-	<b>337,828</b>
	FY2019 Actual	FY2020 Budget	FY2020 Projected	FY2021 Base Budget	FY2021 Changes	FY2021 Budget
<b>Revenue</b>						
Allocated Interest	9,139	4,000	5,000	1,000		1,000
Transfer In - Temporary	259,514	300,906	300,127	345,580		345,580
<b>Grand Total</b>	<b>268,653</b>	<b>304,906</b>	<b>305,127</b>	<b>346,580</b>		<b>346,580</b>
	FY2019 Actual	FY2020 Budget	FY2020 Projected	FY2021 Base Budget	FY2021 Changes	FY2021 Budget
<b>Expense</b>						
Transfer Out - Temporary	-	167,500	-	-	-	-
Maintenance - Miscellaneous	139,355	190,000	85,000	150,000	-	150,000
Furniture and Fixtures	13,655	-	-	15,000	-	15,000
Engineering Services	830	3,250	40,000	-	-	-
Construction	79,205	339,645	339,645	425,000	-	425,000
Administrative Allocation - Joint				5,000	-	5,000
Administrative Allocation - General	-	-	-	5,000	-	5,000
<b>Grand Total</b>	<b>233,045</b>	<b>700,395</b>	<b>464,645</b>	<b>600,000</b>	-	<b>600,000</b>
	FY2019 Actuals	FY2020 Budget	FY2020 Projected	FY2021 Base Budget	FY2021 Changes	FY2021 Budget
<b>Ending Fund Balance</b>	<b>479,551</b>	<b>113,652</b>	<b>337,828</b>	<b>84,408</b>	-	<b>84,408</b>
CAFR Adjustment	17,795	-	-	-	-	-
Contingency	-	-	-	-	-	-
Reserved for Capital	-	66,845	66,845	-	-	-
<b>Available Fund Balance</b>	<b>497,346</b>	<b>46,807</b>	<b>270,983</b>	<b>84,408</b>	-	<b>84,408</b>

# Questions



City of Georgetown, Texas  
Downtown TIRZ Board  
July 29, 2020

**SUBJECT:**

Discussion, presentation and possible action to recommend projects – Laurie Brewer, Assistant City Manager

**ITEM SUMMARY:**


**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

Danella Elliott

**ATTACHMENTS:**

<b>Description</b>		<b>Type</b>
	Downtown Initiatives Presentation	Presentation



# Downtown Initiatives

## Update to the Downtown TIRZ Board

(2020 and 2021 Funding Update)

July 29, 2020

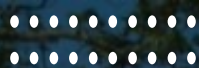


# Agenda

- Background – guiding policies & practices
- Downtown Partnerships
- FY2020 Status of Projects
- FY2021 Planning/Funding







# Guiding Policies/Studies

- Downtown Master Plan (2013)
- Downtown TIRZ – Project List (amended 2011)
- Main Street Advisory Board Strategic Action Plan
- Economic Development Strategic Plan





# Eligible Expenditures

Project
1. Construct additional surface and structured parking
2. Re-configure on-street parking to maximize number of spaces
3. Install additional landscaping around existing surface parking lots
4. Develop a master landscape and streetscape plan
5. Expand pedestrian amenities throughout zone to include: bike racks, benches, trash cans, lighting, public restrooms, public art, pedestrian crossing systems
6. Develop a festival street on 8 <sup>th</sup> Street
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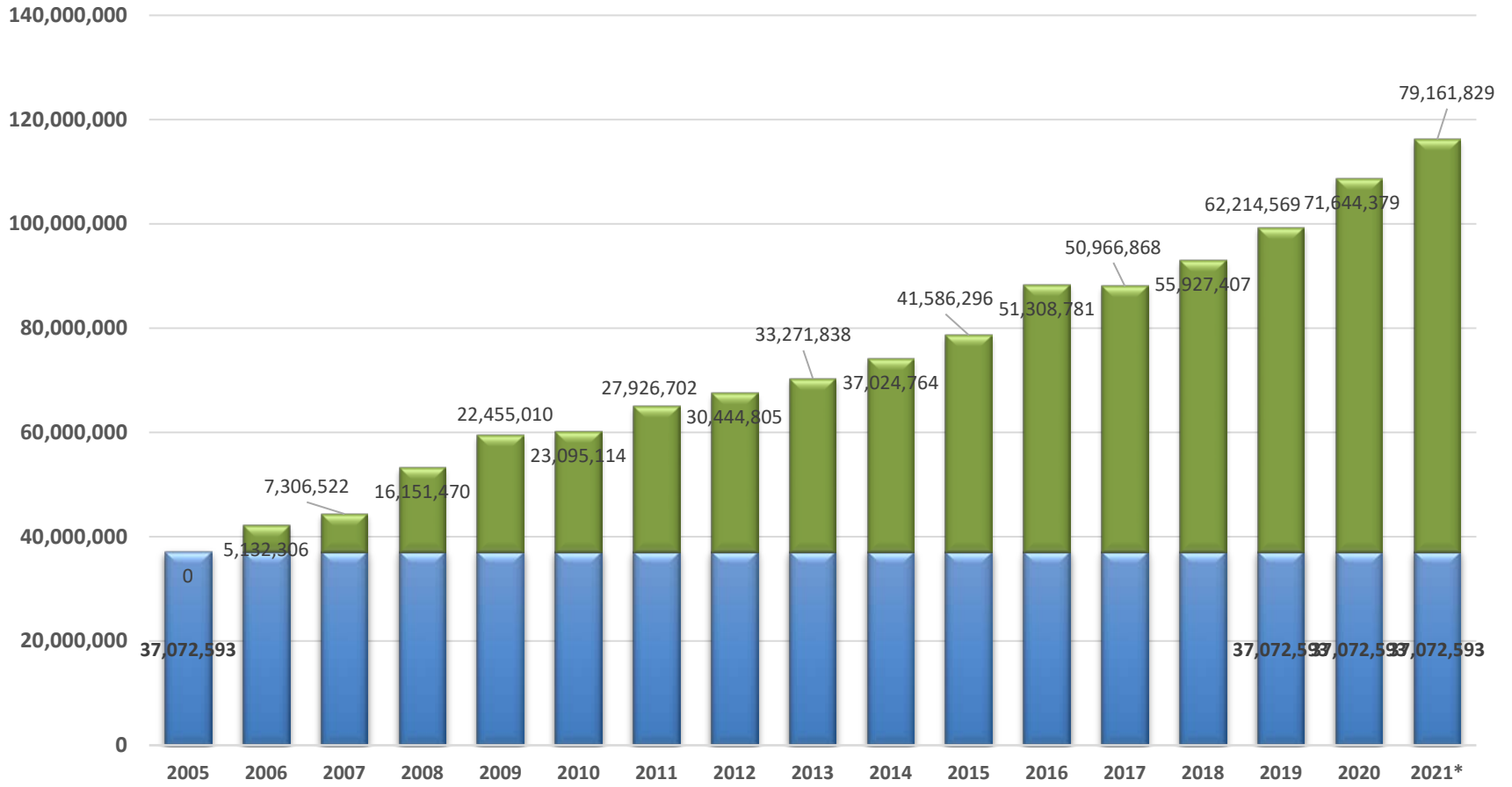
# Major Areas to Address

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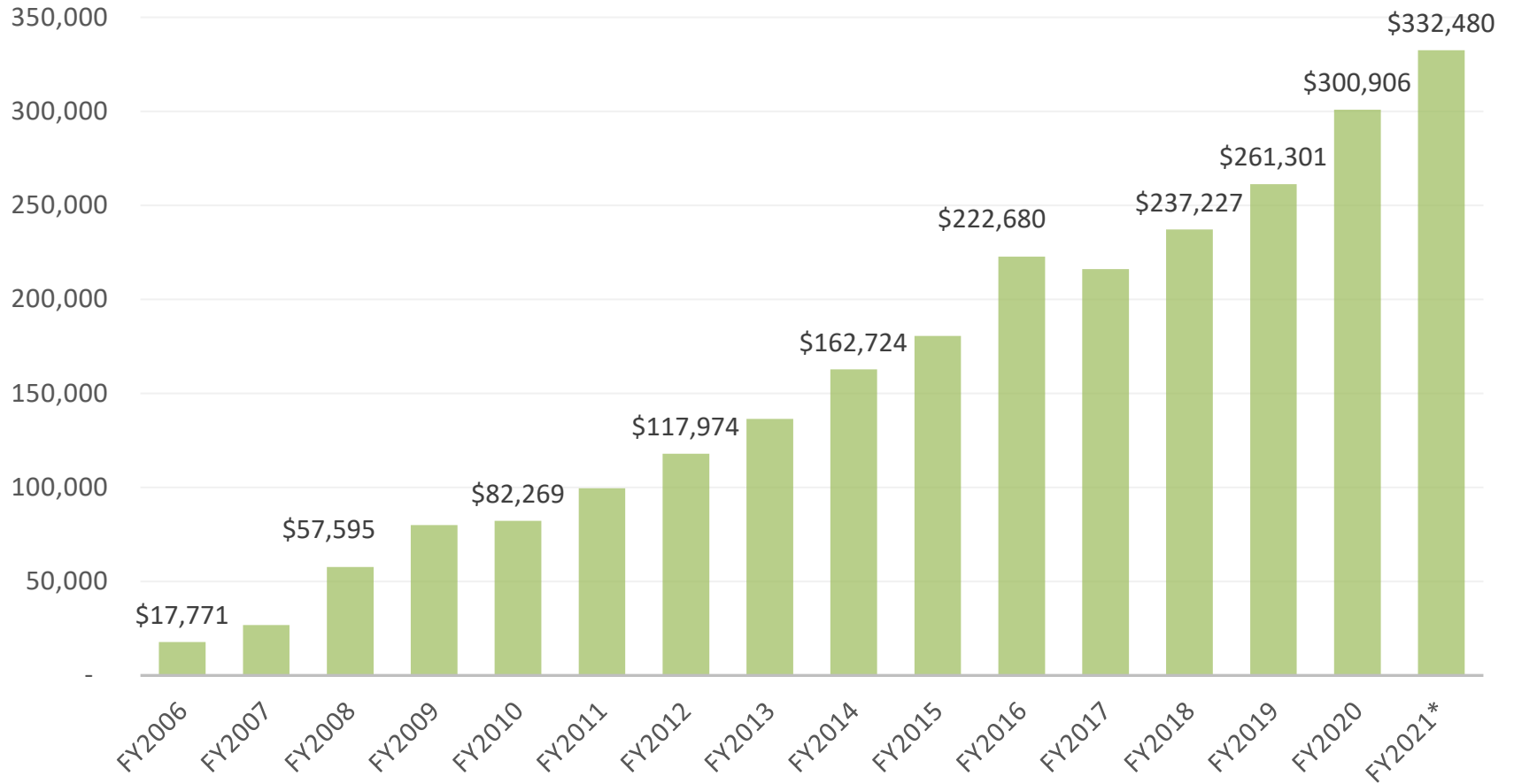
- Infrastructure/Physical Elements
    - Sidewalks, Streets, Utilities, Parks, Facilities, Parking
  - Business Attraction/Retention
  - Marketing/Communication
  - Culture
  - Events
- 



# Results – Increment Value



# Results – TIRZ revenue

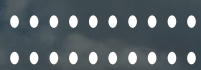


# Downtown Partners

- City
  - Main Street
  - CVB
  - Georgetown Arts and Culture
  - Planning, Parks and Rec and other support departments
- Non-profits/Other
  - DGA
  - Williamson County Museum
  - Preservation Georgetown
  - The Palace Theater
  - Georgetown Art Works
  - Southwestern







# Fiscal Year 2020 Accomplishments

- TIRZ Funded
  - 8<sup>th</sup> and MLK Parking (partial funding TIRZ)



# Fiscal Year 2020 Accomplishments

- TIRZ Funded
  - Blue Hole Parking
    - (partial funding TIRZ)



# Fiscal Year 2020 Accomplishments

- TIRZ Funded
  - Electric Upgrades – Poppy Stage moved to 7<sup>th</sup> and Austin
  - Grace Heritage Plaza
    - Lighting in progress





# Fiscal Year 2020 Accomplishments

- Parking Garage – Stakeholder Design Feedback finalized
- Design elements applicable to multiple locations
  - Height – one level below grade

OPINION OF PROBABLE CONSTRUCTION COST			GEORGETOWN 6 <sup>TH</sup> & MAIN PARKING STRUCTURE				
Parking Garage Option	Number of Levels Above Grade	Number of Levels Below Grade	Architectural Façade Treatment				Opinion of Probable Construction Cost (02/13/2020)
			West Elevation (Main Street)	North Elevation (6th Street)	South Elevation (Alley)	East Elevation (Residential Properties)	
7A	4	Partial	Brick & Ornamental Metal	Brick & Ornamental Metal	Brick & Ornamental Metal	Brick & Ornamental Metal	\$7,880,800
7B	4	Partial	Brick & Ornamental Metal	Brick & Ornamental Metal	Split Face Brick	None, except at NE Corner	\$6,514,800
8A	3	1	Brick & Ornamental Metal	Brick & Ornamental Metal	Brick & Ornamental Metal	Brick & Ornamental Metal	\$8,071,800
8B	3	1	Brick & Ornamental Metal	Brick & Ornamental Metal	Split Face Brick	None, except at NE Corner	\$7,574,800

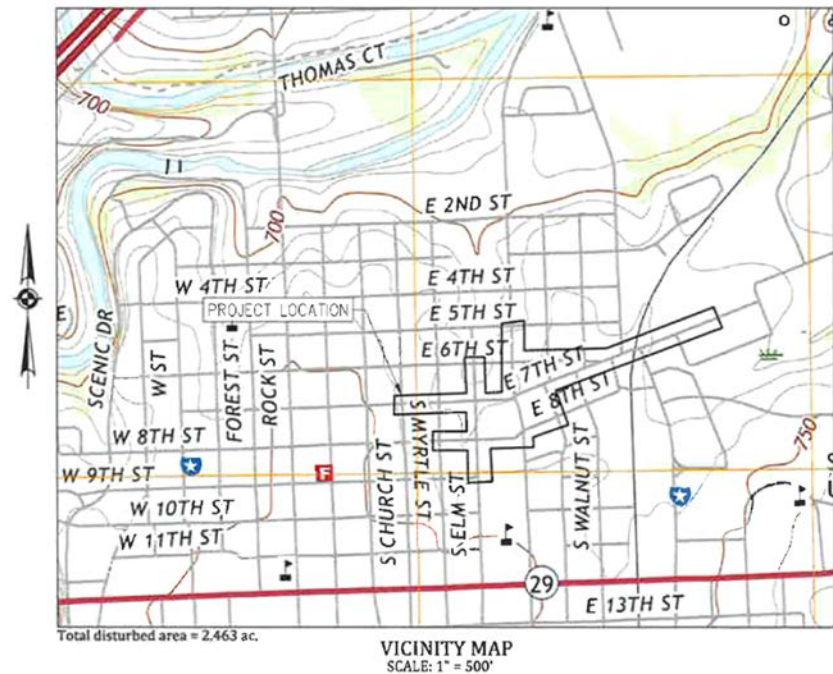


# FY20 Sidewalk Improvements (bond funded)

## CITY OF GEORGETOWN

### Old Town Northeast Sidewalk Improvements

BID NO. 201921  
CONTRACT NO. 19-045-CIP



# Fiscal Year 2020 – Art

(Recycled Street Sign  
sculpture to be  
installed across from  
library)



# Fiscal Year 2021

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# Fiscal Year 2021

- Phase 1 – City Center - \$75,000
  - Design in progress with Covey Landscape
  - Shotgun House landscaping and educational kiosk
    - Work with TRG Neighborhood on public outreach and input for stories and photos to include





## City Center, Phase 1 – cont'

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- Design in progress
- Site Two
  - 9th St & Martin
  - Luther King Jr. St.
- Demolition Plan
- Schematic Design
  - 2A & 2B
- Site Design
  - 2B
- Construction Documents
  - 2B
- Public input process





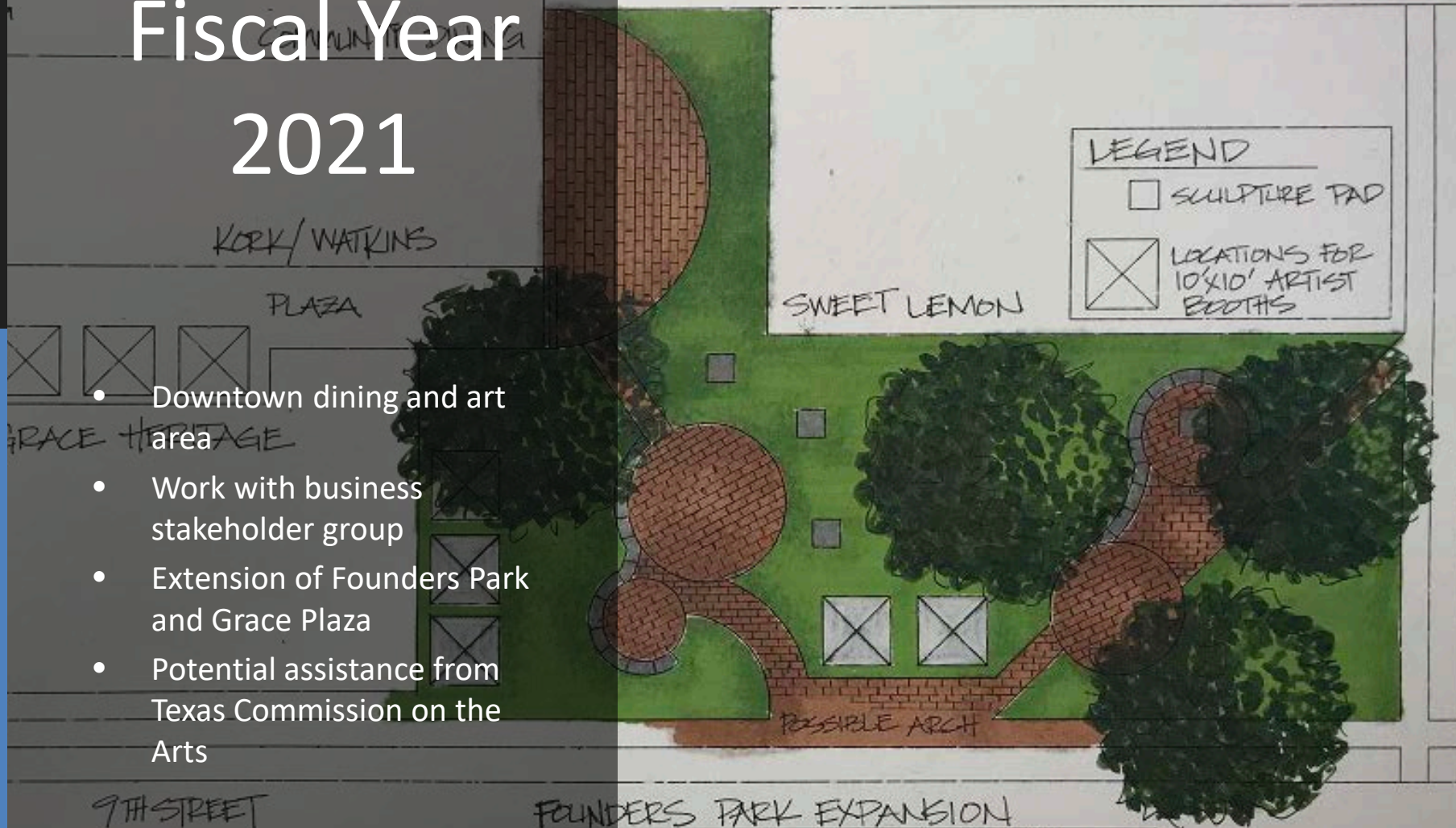
## Demo plan for building at 9<sup>th</sup> and MLK Fiscal Year 2021 Con't

- Demolition of Building at 9<sup>th</sup> and MLK
- Opens area for outdoor activity
- Potential shade structure
- Public input/stakeholder guidance



# Fiscal Year 2021

- Downtown dining and art area
- Work with business stakeholder group
- Extension of Founders Park and Grace Plaza
- Potential assistance from Texas Commission on the Arts



FOUNDERS PARK EXPANSION  
NOT TO SCALE — CONCEPTUAL





# Fiscal Year 2021

- Art – Mural –
- Potentially grant funded – Texas Commission on the Arts





## FY2021 – Sidewalk Program (bond funded)

# Continued Work

- Design on City Center
- Add design/landscaping where needed for Sidewalk Master Plan projects
- Trash Concierge Service
  - Potentially supplement service to implement increased rates for businesses over time

# FY2021 Budget

- FY2021 expenses total \$600,000
  - Maintenance \$150,000
  - Administration - \$10,000
    - Includes fees for appraisal district, tax collection, accounting/finance, legal and city management
  - \$15,000 Art
  - \$150,000 for shade structures
  - \$75,000 for Phase 1 city center
  - \$125,000 Demolition of blue building
  - \$75,000 Parking/Sidewalks
- Stakeholder input to drive design elements

# Next Steps

- Include 2021 recommendations for Council's budget consideration – August/September
- Future Work
  - Council consideration of parking structure
  - Design Guideline Update
  - Update to Downtown Master Plan
  - Update to Economic Development Strategic Plan
  - Concierge Trash Service

# Next Steps

- Review 5 year plan
  - Sidewalk projects to improve accessibility and enhance transportation network
  - Gateway signage
  - Parking improvements
- Continue to leverage public improvements towards private investments (partnerships)
- Emphasize arts and culture