



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Workshop Meeting Minutes City Council

Friday, January 14, 2022

8:30 AM

Virtual Meeting

City Council Visioning - Day 2

I. Call To Order

With a quorum present, Day Two of the Vision Workshop of the San Marcos City Council was called to order by Mayor Hughson at 8:31 a.m. Friday, January 14, 2022. The meeting was held in person and online.

II. Roll Call

Council Member Prather and Council Member Gleason arrived shortly after roll call.

Present: 6 - Mayor Jane Hughson, Council Member Maxfield Baker, Council Member Saul Gonzales, Mayor Pro Tem Shane Scott, Deputy Mayor Pro Tem Alyssa Garza and Mayor Mark Gleason

Absent: 1 - Council Member Jude Prather

III. 30 Minute Citizen Comment Period

None.

PRESENTATIONS

1. Hold discussion and participate in Fiscal Year 2022-2023 Visioning Workshop, topics discussed may or may not include or be limited to: growth, quality of life, economic development policies, transportation, community partners, outreach, future infrastructure and facility needs, beautification and community enhancement, enhancement of core services including future staffing and personnel needs, flood mitigation strategies, and provide direction to Staff.

Mayor Hughson provided a brief update from day one of the Visioning Workshop. She indicated a lot of work was done and there were additions and movement of strategic initiatives. Council began discussion on the following items: Economic Development, which include includes Workforce Development and Downtown Vitality, Community Assistance, and the Equity Policy which includes Diversity and Inclusion. After thorough discussion from Council, consensus was reached for the following 2022-2023 Strategic Initiatives and

elements of each:

- Workforce Housing (includes housing affordability)**
- Sustainability**
- Covid Response**
- Community Safety (includes Criminal Justice and Homelessness)**
- Economic Development (includes Workforce Development and Downtown Vitality)**
- **Additional Area of Focus: Community Assistance (Initial Assessment)**
- **Develop Equity Policy (includes Diversity and Inclusion)**

Workforce Housing

- 1. Need a static LIHTC map on the website that matches the interactive map; also link associated documents on history of each of the projects. Link to the company's site for this project so people can review the property and access an application. (additional request)**
- 2. Needs assessment including updated vacancy rate for apartments, Housing Authority and number of vacant lots (additional request)**
- 3. Legislative Committee see if there is anything we can do about AMI. See if we can have our own AMI and not be part of the Austin district. Ensure LIHTC project proposers know the actual San Marcos AMI. (additional request)**
- 4. Incentives or removing barriers to help developers build condos**
- 5. More missing middle housing, townhomes, infill development (Comp Plan)**
- 6. Elevate housing rehabilitation program as a specific strategy**
- 7. Consider the public safety risk assessment for where density should go (Comp Plan)**
- 8. Investigate creating a CUP to go above occupancy restrictions in defined cases**
- 9. Research if there are ways to require LIHTC/Housing Authority properties to accept housing vouchers**
- 10. Identify housing barriers and how they may be overcome**
- 11. Work with Neighborhood Commission to address multifamily substandard conditions – outreach to apartments; Consider adding apartment complex representative. Look at the Commission's mission. Add apartments?**

Workforce Development

- 1. Investigate if City's contracted services can be brought in-house and/or review if contractors provide basic benefits and comparable pay.**
- 2. Investigate additional opportunities to enhance/promote childcare/eldercare services**

- 3. Continue partnerships with Texas State University, Austin Community College, Community Action, Chamber of Commerce and Greater San Marcos Partnership to provide additional resources in the community, including outreach for job fairs and other employment opportunities. Ask job fair organizers to work with TxSt Career Services to see who posts on their job board, invite them to job fairs.**
- 4. Fiber expansion as a possible way to provide additional jobs and open employment opportunities to those who need high speed, reliable internet to work.**
- 5. Investigate ways to provide more services on the east side – possibly take resources provided by the workforce development staff of the Library to the neighborhood periodically, also look at school facilities and churches**
- 6. Reports (including demographics, completion rates) of classes we offer in partnership with community partners (additional request)**
- 7. Investigate ways to publicize and incentivize residents to take workforce development classes, including but not limited to providing childcare and transportation to training classes.**
- 8. Research working with Health Alliance for Austin Musicians (HAAM)**
- 9. Requiring businesses with Chapter 380 agreements to have internship opportunities for SMCISD and TxState students**
- 10. Determine impediments to local vendors and assess requirements to awarding them municipal contracts**
- 11. Determine community need and investigate ways to get Austin Community College courses offered to residents at reduced costs**

Downtown Vitality

- 1. Add Security as a strategic initiative**
- 2. Share Downtown TIRZ meeting link with Council (additional request)**
- 3. Include Zoom link for Downtown meeting with Chief since it is during a pandemic (additional request)**
- 4. Would like a write up on Minority Business Stabilization (additional request)**
- 5. Investigate why Downtown spaces are not filling up like other places in town and determine solutions to get them filled**
- 6. Promote Downtown Mobility HUB and Parklet Program**
- 7. Encourage Greenspace in Downtown alleys/park**
- 8. Let's tie Downtown to the river; want river visitors to come downtown.**
- 9. Leverage resources with the University to monitor Downtown cameras**
- 10. Downtown Association concerns including: parking, streetscape and maintenance, lighting, incentives and permitting, addressing vacant buildings, connectivity to the river, coworking assistance, art and culture, broadband**

11. Addressing businesses' COVID-19 needs
12. Fill vacant storefronts with either canvas or wood with either graphics such as our 78666 mural, other murals from the Mural Arts program, or generic "Shop Downtown" etc.

Sustainability

1. Incentives, education to promote farming
2. Focus on air quality
3. Better sidewalk mapping and ADA accessibility
4. Renewable energy opportunities for City facilities to provide reliable power in times of disaster – community solar, microgrid?
5. Require developers to include sustainable practices if they pursue public improvement districts
6. Research cost/benefit of renewable power from existing infrastructure, e.g. Spring Lake and wastewater discharge
7. Increase education of river litter in order to reduce/eliminate the litter
8. Investigate wind power at utility- and individual-house scale
9. Work with Texas State to stay abreast of renewable power innovation
10. Report on program to reduce water loss and water conservation (additional request)
11. Determine needs of river clean-up advocates and assist in search for resources; assess funding sources, e.g HCP, HOT

COVID Response

1. Focus on education dissemination
2. Monitor COVID-mitigation supply availability and consider funding sources for COVID response supplies after current funding is expended
3. More frequent communication with the County, School District, Texas State, non-governmental organizations (NGOs), and Community Organizations Active in Disaster (COAD)
4. Ensure Covid information is current on website and elsewhere (additional request)
5. More frequent coordination with the County Health Department to offer assistance
6. Identify possible barriers to assistance and remove them if possible, by council decision.
7. Consider offering Zoom access for Council meetings, boards and commissions, Council committees, and events that involve the public, as applicable to the event

Homelessness (area of focus)

- 1. Improve/expand capacity to house those experiencing homelessness, e.g. shelters, single room occupancies**
- 2. Identify sources or methods to establish mailing addresses for homeless residents**
- 3. Promote veteran housing vouchers**
- 4. Determine if and how we are enforcing the conditions in a Student Housing CUP to ensure students have a place to live.**
- 5. Number of evictions by month in San Marcos since March 2020 (additional request)**
- 6. Reach out to County to see what we can do to assist in promoting rental assistance and determine barriers to successful applications**
- 7. Additional resources from the Tenant's Council to tenants**
- 8. Study redlining behaviors that keep people homeless**
- 9. Review comprehensive needs assessment. Implement actions recommended and accepted.**
- 10. Determine actions needed to prevent homelessness.**
- 11. Assess food handling requirements and consider amendments to increase food access**
- 12. Consider staffing needs (possibly short-term) to determine baseline needs to assist those experiencing homelessness – possibly through grant funds, ARP funds**

Additional Strategic initiatives

Community Safety (includes Criminal Justice and Homelessness)

- 1. Mental Health services - need increased resources and collaborative strategies**
- 2. Review Campaign Zero Policies and select those for implementation those that apply to San Marcos to help enhance trust in our local police**
- 3. Survey community on safety**
- 4. Support adding telephonic crisis consultations dispatch option when calling 911**
- 5. Review decriminalization of marijuana to determine if there are benefits to the City.**
- 6. University involvement in community safety programs**
- 7. Implement process for after action report and improvement plans for major disasters**
- 8. Address all stakeholder concerns - victims, families, those who perpetrate the crime**
- 9. Work with community stakeholders to reduce violent crime by 5%**
- 10. Clarity of Chapter 143 to enhance trust in Police**
- 11. Emergency preparedness**

- 12. Implementing Fire Department Community Risk Assessment Standards of Cover, including additional fire stations/equipment**
- 13. Signage in restaurants and bars – alcohol-related (overconsumption, drinking and driving, drinking while pregnant), trafficking of minors, sex trafficking to provide information to help those affected, fentanyl**
- 14. Increase safety across the city, especially Downtown**
- 15. Consider increase in personnel as needed in regard to Community Safety**
- 16. Report on fentanyl use and effects in San Marcos (additional request)**
- 17. Support the police department’s goal to earn accreditation from the Texas Police Chief’s Association.**
- 18. Support the fire department’s goal to earn accreditation from the Texas Fire Chief’s Association.**
- 19. Support actions to achieve ISO (Insurance Services Office) Public Protection Class of 1.**

Economic Development (Includes Workforce Development and Downtown Vitality)

- 1. Includes Workforce Development and Downtown Vitality**
- 2. Pursue retail establishments (including activities for children) successful in other cities to open another one here, downtown or elsewhere.**
- 3. Ensure that our city looks top notch. Consider using Community Enhancement Fee funds to fix street signage, downtown storefront covers for vacant buildings, removal of grass in curbs, downtown cleanliness, etc.**
- 4. Look at possible code changes regarding enforcement of construction practices, e.g. fencing, security, cleanliness**
- 5. Investigate possible Office of Innovation, Geekdom model from San Antonio**
- 6. Increase exposure of local businesses, including search engine optimization**
- 7. Implement legacy business program, incentives for small businesses, and economic development policy**
- 8. Continued partnership with GSMP and Chamber of Commerce**
- 9. Support emerging small businesses, including non-traditional – includes grant assistance, workspace, equipment, resource recovery for excess materials**
- 10. Pay board and commission members**
- 11. Investigate fees for new businesses and determine if they can be waived**
- 12. Determine needs for a community college district**
- 13. Assess need for an additional regional airport**
- 14. Analyze permit process for commercial development**

Community Assistance (Initial Assessment)
Additional area of focus

1. Establish a method by which those who need help can start with one office to obtain information about the services they need – address, phone number, website, etc. Can have all listed on one page with checkbox in front. Also provide this list on our website, make it easy to find, and links to each agency.
2. Initiate action for continued case management of those who apply in item above
3. Set priorities each year before applications are accepted for Human Services Advisory Board funding. Applications should support these initiatives and the priorities set (similar to CDBG process).

Develop Equity Policy

1. Develop a shared understanding of equity
2. Invest in training to build our knowledge to remove disparities
3. Complete an equity survey
4. Add a Commission for Equity, Diversity, and Inclusion
5. Research methods to mitigate the negative impacts of poverty
6. Striving for an equity-based budget – San Antonio model

Additional Requests

1. New city logo – replace waterfall logo
2. Gateway monuments on IH35
3. Work alongside County partners on animal services
4. More public restrooms, trash receptacles, diaper changing
5. Enhance youth programming by the City
6. Working with outside wayfinding programs to keep routes out of neighborhoods
7. Review left-turn locations that impede traffic
8. Evaluate pedestrian refuges
9. “Bicycle friendly” designation from League of American Bicyclist
10. Assess park and ride options, including bus pick-up

Mayor Hughson expressed her appreciation for the work by Council on these items. She thanked the Staff for their hard work and for the continued service they provide for the community.

Mr. Lumbreras made a few closing comments and asked Stephanie Reyes to make a few remarks as she will be stepping into the City Manager Role effective February 1st. Mrs. Reyes, expressed her appreciation to staff and stated this list is helpful as a guide to determine Council's priorities. Staff will evaluate and come back to Council with a plan and identify any constraints that may arise. She said a lot of work will be done and considerations will be

brought forward to Council. She expressed her appreciation to Council for providing clarity in terms of what Council wants to see going forward.

IV. Question and Answer Session with Press and Public.

None.

V. Adjournment.

Mayor Hughson adjourned the Visioning Workshop of the San Marcos City Council at 1:54 p.m.

Tammy K. Cook, City Clerk

Jane Hughson, Mayor