



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Meeting Minutes City Council

Wednesday, March 23, 2022

3:00 PM

City Council Chambers

630 E. Hopkins - Work Session

I. Call To Order

With a quorum present, the Work Session of the San Marcos City Council was called to order by Mayor Hughson at 3:00 p.m. Wednesday, March 23, 2022. The meeting was held in person and online.

II. Roll Call

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

Absent: 1 - Mayor Pro Tem Shane Scott

III. 30 Minute Citizen Comment Period

Lisa Marie Coppoletta, expressed concern with the program review and according to the master plan, the sidewalk program was implemented in 2013 and should be reviewed every 5 years. She noted that it has not been reviewed. Ms. Coppoletta would like to revert back to the agreement that all sidewalks should be two-sided sidewalks. She stated the goal for the sidewalk program was to connect to green spaces and future recommendations should require the approval of residents and to allow residents to request sidewalks.

PRESENTATIONS

1. Hold discussion on the community survey, and provide direction to the City Manager.

Mrs. Surley provided the approach and methodology for the survey. Polco is the company recommended as they work with the National League of Cities and are familiar with our needs. The sampling will be of households selected from the United States Postal Service lists and randomly selected survey recipients. She stated there will be multiple modes for outreach including mailed postcards invitations, paper surveys, etc. with a website to respond online if the recipient chooses that method. She spoke on reporting once the survey is complete which will include User friendly reports, Interactive displays, Results by area, and Comparisons to National Benchmarks. The city responsibilities include the following:

- Provide a project point person for Polco to work with on the survey logistics.
- Provide input on the half of page of custom questions to be covered on the survey, provide feedback on survey drafts, and give final approval.
- Provide necessary files for customizing the survey materials (e.g., logos, letterhead, electronic signature) as well as GIS files for any geographic sub areas to be tracked.
- Publicize the survey effort, particularly the open participation survey, if the City desires to implement that option.

She stated the NCS report is about the "liveability" of San Marcos. She stated the phrase "livable community" is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. Mrs. Surley provided the estimated project timeline that would take 20 weeks and the annual cost is \$23,550.

James Windisch, Polco, stated our research data scientists will work with city staff to compile the questions. The data scientists are language experts and will check if questions are in their library of questions. He stated they will formulate the questions with city staff.

Council Member Baker asked if the questions will be embedded into the survey or separated? Mr. Windisch stated it will be embedded in the correct section so there is a flow. Mr. Baker spoke on the "don't know" category. Mr. Windisch stated the margin of error rate is 5% average and they will walk city staff through best practice model, if we get a lot of "don't know" then they address this through mini polls and surveys.

Mayor Hughson asked if there is missing data from geographic information areas that can be identified. Mr. Windisch stated he can work with staff to retain GIS information and as live results are coming in they can identify what community sections are not responding.

Mayor Hughson asked if a postcard is handed out, how will the citizen be identify in which geographic region they are in? Mr. Windisch stated there are two portions, first portion is a random representative sample and an open participation component. Information received that is not from the sample will not be combined with the scientific sample and the report will have the information shown as from two sources.

Deputy Mayor Pro Garza asked about barriers that will be encountered being a college town? Ms. Windisch stated 80%-85% respond using mobile phones. He

mentioned reviewing the random representative sample looks for true residents, what portions have student housing and that will include some scientific review. He stated he can't guarantee specific responses from specific areas but they will do their best to reach out to the community using best practices.

Ms. Garza asked if this survey replaces the survey that was on the website previously. She inquired how does this get a sense of what the community wants to do with American Relief Plan (ARP) funds. Ms. Surley said this will help council determine where these funds should go by reviewing the results of the survey. Those questions can be added.

Mayor Hughson asked why does it take so long to get the results? Mr. Windisch stated it takes about 4-5 weeks to customize questions, get it scheduled and get the platform setup. He stated the survey is posted for 7 weeks because most respond at the last quarter and it will take about a month for the analysis. Mayor Hughson asked when trying to determine participation we talk about geography, what about age? He stated a number of demographic questions are asked of participants. This helps with benchmarking and cross calculations.

Mrs. Reyes asked when representative random sample is done what is the review when receiving them and what type of information are we getting to make sure we are getting a representative response from the community. He stated they will ask people to opt in information and they will be random from all over the community. However, that data will be reported but kept separate from the random address survey.

Council Member Baker provided his following questions for the survey:

Quality of Life Category

- rating opportunities for economic advancement
- sense of whether of fair and equitable allocations of city resources as it relates to their neighborhood
- Extent to which San Marcos helps with community building and outreach

Natural Environment Park Category

- importance of mitigating tourist impact on our community
- success we have had protecting our river and water resources

Health and Wellness Category

- means of accessing proper living conditions

Council Member Garza provided more information and how to do community

sampling for college towns. Mr. Windisch will provide the scientific methodology of how they random sample college towns.

Council members should send questions to city manager by March 31st and will be brought back at future item for council review.

Mayor Hughson asked Ms. Surley if staff will provide our questions to Polco to see what questions they may already have and then send all of that information to council members. This will go on a future agenda to finalize.

EXECUTIVE SESSION

2. Executive Session in accordance with the following sections:
 - A. Sec. §551.074 of the Texas Government Code: Personnel Matters: to discuss goals for the city council appointees: city manager, city attorney, city clerk, and presiding judge of the San Marcos Municipal Court
 - B. Sec. §551.086 -Texas Government Code - Public Power Utility Competitive Matters: to discuss plans or proposals for electric generation system improvements, additions, or sales
 - C. Sec. §551.072 -Texas Government Code - Real Property: Acquisition of land on the city's east side for a public park using Hays County Parks and Open Space Advisory Committee (POSAC) bond funds

A motion was made by Council Member Gonzales, seconded by Council Member Baker that this Executive Session to be entered at 3:52 p.m. The motion carried by the following vote:

For: 6 - Mayor Hughson, Council Member Baker, Council Member Gonzales, Deputy Mayor Pro Tem Garza, Council Member Prather and Council Member Gleason

Against: 0

Absent: 1 - Mayor Pro Tem Scott

IV. Question and Answer Session with Press and Public.

Executive Session concluded at 5:37 p.m.

There was no questions from the press or public.

V. Adjournment.

A motion was made by Council Member Prather, seconded by Council Member Gleason, to adjourn the work session of the City Council on Wednesday, March 23, 2022 at 5:44 p.m. The motion carried by the following vote:

For: 6 - Mayor Hughson, Council Member Baker, Council Member Gonzales, Deputy Mayor Pro Tem Garza, Council Member Prather and Council Member Gleason

Against: 0

Absent: 1 - Mayor Pro Tem Scott

Tammy K. Cook, City Clerk

Jane Hughson, Mayor