

MINUTES OF THE CITY COUNCIL WORKSHOP
CITY OF COLLEGE STATION
MARCH 14, 2013

STATE OF TEXAS §
 §
COUNTY OF BRAZOS §

Present:

Nancy Berry, Mayor

Council:

Blanche Brick
Jess Fields
Karl Mooney
John Nichols
Julie Schultz
James Benham, arrived after roll call

City Staff:

Frank Simpson, Interim City Manager
Kathy Merrill, Deputy City Manager
Carla Robinson, City Attorney
Sherry Mashburn, City Secretary
Ian Whittenton, Records Management Coordinator

1. Call to Order and Announce a Quorum is Present

With a quorum present, the Workshop of the College Station City Council was called to order by Mayor Nancy Berry at 4:34 p.m. on Thursday, March 14, 2013 in the Council Chambers of the City of College Station City Hall, 1101 Texas Avenue, College Station, Texas 77842.

2. Presentation, possible action, and discussion on the update to the City Council Strategic Plan.

Bob Cowell, Executive Director of Planning and Development Services, stated that at the January Retreat, the Council identified seven key initiatives: good governance, financially sustainable City, core services and infrastructure, neighborhood integrity, diverse growing economy, improving mobility, and sustainable City. Staff needs direction as to what Council wishes to see more of in future workshops, or that need to go in a different direction.

Councilmember Fields would like to see more detail for good governance, sustainability, and more economic detail.

Councilmember Nichols asked where in the strategic plan would we have more workshop discussion in the future? Sub-committees have been formed to address some of the initiatives, and he would like to see updates.

Mayor Berry noted that our strategic goals have not changed. She envisions the sub-committees expanding their scope to include review of some of the master plans. She also wants to see if our pay plan is where it needs to be.

Councilmember Brick hopes that the committees will coordinate with the Chamber as well. She remembers that for sustainability we refined that goal to state "where fiscally responsible". She noted that we are not looking at doing away with any of these initiatives, but are looking to see where emphasis needs to be focused.

Councilmember Mooney said this is a living document, but more importantly, this is a working document. If we look at the similarities among these issues, we can narrow the plan down and solidify the effort. When we take steps to address one strategy, we need to look at how that impacts other strategies. We can prioritize and channel our resources better. He referred to #52, promoting job growth through diversification.

Councilmember Schultz said we are doing a good job in many of the areas. What jumped out to her was #6; she feels we have come a long way, but there is a lot more to be done. Another item is #56, how our regulations and standards affect business.

Councilmember Nichols stated he likes the citizen surveys. The feedback received is very important. He asked how do we want to be compared to other cities? We can only do some of these things at any one time. There are some fundamental discussions that need to be held.

Councilmember Fields suggested it is equally important to set one's own benchmarks as to what Council expects of itself. An action-oriented thing he would like to see is in the ordinance a requirement to show the impact of an ordinance or the cost to a business because of the ordinance.

3. Executive Session

In accordance with the Texas Government Code §551.071-Consultation with Attorney, §551.074-Personnel, and §551.087-Economic Development Negotiations, the College Station City Council convened into Executive Session at 5:11 p.m. on Thursday, March 14, 2013 in order to continue discussing matters pertaining to:

A. Consultation with Attorney to seek advice regarding pending or contemplated litigation; to wit:

- City of Bryan's application with TCEQ for water & sewer permits in Westside/Highway 60 area, near Brushy Water Supply Corporation to decertify City of College Station and certify City of Bryan.
- Chavers et al v. Tyrone Morrow et al, No. 10-20792; Chavers v. Randall Hall et al, Case No. 10 CV-3922.

- College Station v. Star Insurance Co., Civil Action No. 4:11-CV-02023.
- Patricia Kahlden, individ. and as rep. of the Estate of Lillie May Williams Bayless v. Laura Sue Streigler, City of College Station and James Steven Elkins, No. 11-003172-CV-272, in the 272nd District Court of Brazos County, TX
- Tom Jagielski v. City of College Station, Cause No. 12-002918-CU-361, In the 361st District Court of Brazos County, Texas
- State v. Carol Arnold, Cause Number 11-02697-CRF-85, In the 85th District Court, Brazos County, Texas

B. Deliberation on the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer; to wit:

- City Attorney
- Internal Auditor

C. Deliberation on economic development negotiations regarding an offer of financial or other incentives for a business prospect; to wit:

- Discuss economic development incentive negotiations with TAMUS

The Executive Session adjourned at 6:03 p.m.

4. Take action, if any, on Executive Session.

No action was required from Executive Session.

5. Presentation, possible action, and discussion on items listed on the consent agenda.

Items 2f and 2h was pulled for discussion.

2h: Chuck Gilman, Director of Capital Projects, clarified the objective is to provide a more unbiased update, rating each and every street and providing a maintenance strategy, as well as having street maintenance employees doing what they were hired to do.

2f: Carla Robinson, City Attorney, explained that the language is necessary to reference those specific statutes. Frank Simpson, Interim City Manager, stated that before any action for eminent domain happens, it would come before Council to authorize the condemnation.

6. Presentation and discussion regarding an update from the Arts Council of Brazos Valley.

Chris Dyer, CEO with the Arts Council, reported the core activities for FY 13 included marketing regional arts programs to local, statewide and national audiences, administering and managing grant programs, administering artistic programs, fundraising and grant writing, increasing revenue generating classes and programs, and rebranding and logo development. FY13 funding from College Station was broken down as:

- \$270,000 Affiliate Subgranting (*HOT*);
- \$100,000 Marketing, Programs & Operations (*General Fund*);

- \$30,000 Arts Marketing (*HOT*); and
- In-kind (*use of building*).

Accountability measures include: three City-appointed Board Members, monthly distribution of Board packets, quarterly reporting, affiliate reporting, an independent Annual Audit, and all records are open to inspection by the City and the public.

Fundraising is done through various means: annual memberships, various events, grants, and service revenue programs and accounts for 30% of their annual budget. College Station support accounts for about 19% of the budget. Operations support includes \$30,000 in HOT fund marketing contribution in addition to \$100,000 cash support.

Granting programs utilized include the Annual Marketing & Program Grant (College Station HOT), a Rural Sub-Grant Program (TCA and private donors), a Navasota Marketing and Program Grant (City of Navasota HOT), the College Arts Scholarship Program (private donors), and grants through private donors. The Arts Council has seen a 30% increase in grant demand over the past three fiscal years. Highlights of the first quarter grant funded program were presented. Eleven affiliates received funding in the first quarter. 755 hotel rooms were booked, 6,210 meals were consumed in local restaurants, and 28,383 persons attended the events.

As a result of marketing activities, the Arts Council has received 6,000 visitors since October, over 70% of which are unique visitors. The "Events Calendar" is the most visited page on the Arts Council website, with 780+ visits from the US outside of Texas, reaching 44 states. Marketing plans for the third and fourth quarters include a media campaign with KBTX and Bryan Broadcasting and other venues.

He requested direction on how the Council wanted to be updated throughout the year.

No action was required by Council.

Mayor Berry recessed the Workshop at 7:00 p.m.

The Workshop reconvened at 7:24 p.m.

7. Presentation, possible action, and discussion on the update to the City Council Strategic Plan.

Councilmember Benham asked for an additional initiative to address broadband access for businesses and residents.

8. Council Calendar

- **March 18 JGC Meeting at BVCOG, 12:00 p.m.**
- **March 20 RVP Meeting at RVP, 3:00 p.m.**
- **March 21 Chamber Day 2013 at the Chamber, 8:00 a.m.**
- **March 21 Business After Hours - Allen Honda, 2450 Earl Rudder Frwy, 5:30 p.m.**

- March 21 P&Z Workshop/Meeting, Council Chambers, 6:00 p.m. (Jess Fields, Liaison)
- March 26 GB Foundation - The GI's of Comedy, Rudder Auditorium, 6:00 p.m.
- March 28 Executive Session/Workshop/Regular Meeting at 4:30, 6:00 & 7:00 p.m.
- March 29 City Offices Closed – HOLIDAY

Council reviewed the Council calendar. Councilmember Benham announced a tentative date of April 11 for discussion on broadband.

9. Presentation, possible action, and discussion on future agenda items: a Council Member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

There were no items requested.

10. Discussion, review and possible action regarding the following meetings: Animal Shelter Board, Arts Council of the Brazos Valley, Arts Council Sub-committee, Audit Committee, Bicycle, Pedestrian, and Greenways Advisory Board, Blinn College Brazos Valley Advisory Committee, Brazos County Health Dept., Brazos Valley Council of Governments, Bryan/College Station Chamber of Commerce, BVSWMA, BVWACS, Convention & Visitors Bureau, Design Review Board, Historic Preservation Committee, Interfaith Dialogue Association, Intergovernmental Committee, Joint Neighborhood Parking Taskforce, Joint Relief Funding Review Committee, Landmark Commission, Library Board, Metropolitan Planning Organization, National League of Cities, Parks and Recreation Board, Planning and Zoning Commission, Research Valley Partnership, Regional Transportation Committee for Council of Governments, Sister City Association, TAMU Student Senate, Texas Municipal League, Youth Advisory Council, Zoning Board of Adjustments.

Councilmember Nichols reported on the Brazos County Health Department.

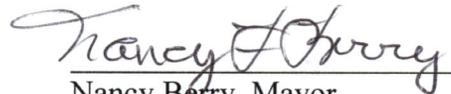
Councilmember Mooney announced the Sister Cities delegation from Salamanca will be coming to College Station next Monday.

Councilmember Benham reported on broadband as it relates to the RVP. A final meeting will happen on March 25 with the City of Bryan and the County.

Councilmember Fields announced it's a girl!

11. Adjournment

MOTION: There being no further business, Mayor Berry adjourned the workshop of the College Station City Council at 7:38 p.m. on Thursday, March 14, 2013.


Nancy Berry, Mayor

ATTEST:


Sherry Mashburn, City Secretary