

CITY OF ROCKPORT

MINUTES

CITY COUNCIL SPECIAL MEETING

6:30 p.m., Tuesday, April 17, 2018

Rockport Service Center, 2751 State Highway 35 Bypass

On the 17th day of April 2018, the City Council of the City of Rockport, Aransas County, Texas, convened in Special Session at 6:30 p.m., at the Training Room of the Rockport Service Center, and notice of meeting giving time, place, date and subject was posted as described in V.T.C.A., Government Code § 551.041.

CITY COUNCIL MEMBERS PRESENT

Mayor Charles J. Wax
Mayor Pro-Tem Pat Rios, Ward 3
Council Member Rusty Day, Ward 1
Council Member J. D. Villa, Ward 2
Council Member Barbara Gurtner, Ward 4

CITY COUNCIL MEMBER(S) ABSENT

PLANNING & ZONING COMMISSION MEMBERS PRESENT

Edward Bellion
Shawn Johnston
G. Maynard Green
Ruth Davis
Diana Severino-Saxon
W. Kent Howard

STAFF MEMBERS PRESENT

City Manager Kevin Carruth
City Secretary Teresa Valdez
Community Planner Amanda Torres
Parks & Leisure Services Director Rick Martinez
Public Works Director Mike Donoho
Interim Finance Director Sandy Clarkson
Police Chief Tim Jayroe

ELECTED OFFICIALS PRESENT

Opening Agenda

1. Call to Order.

With a quorum of the Council Members present, the Special Meeting of the Rockport City Council was called to order by Mayor Wax at 6:30 p.m. on Tuesday, April 17, 2018, in the Training Room of the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas.

Public Hearings:

2. Call to Order – Rockport Planning & Zoning Commission.

With a quorum of the members present, the meeting of the Rockport Planning & Zoning Commission was called to order at 6:30 p.m. on Tuesday, April 17, 2018, in the Training Room of the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas.

Mayor Wax opened the Joint Public Hearings at 6:30 p.m.

3. Conduct and deliberate a Joint Public Hearing with the Planning & Zoning Commission to consider a request to rezone property located at 609 S. Magnolia; also known as the south 40 feet of Lot 2 and all of Lot 3, Block 16, Doughty & Mathis Subdivision, Rockport, Aransas County, Texas, to B-1 (General Business District) to use property as art studios; currently zoned B-6 (Hotel/Motel District).

Mayor Wax stated Council Member Day had filed an Affidavit for Conflict of Interest with the City Secretary.

Mike Raines, 621& 619 S. Magnolia, addressed the Council. Mr. Raines asked what the plan was for parking.

Jennifer Day, owner of the property, answered that the driveway is long and will hold two back-to-back lines of five cars each and there is also street parking.

Ms. Day added prior to the filing of this application, a neighbor was very enthusiastic about this but has since asked about a fence being installed.

4. Conduct and deliberate a Joint Public Hearing with the Planning & Zoning Commission to consider a request to rezone property located at 1301 & 1415 Sixteenth Street, 2501, 2512, 2522, 2610 & 2620 San Antonio Street, and 2502, 2503, 2512, 2513 & 2522 Monkey Road; also known as Lots 310 of 71, Lot 72 & Lot 73, Block 250, Swickheimer Subdivision, Rockport, Aransas County, Texas, to R-2M (Manufactured Housing District) to allow the placement of manufactured housing; currently zoned R-1 (1st Single Family Dwelling District).

Amelia Saltarelli, speaking as the Legislative and Government Relations Chair for the Rockport Area Association of Realtors (RAAR), addressed the Council. Ms. Saltarelli stated she is providing comments on Agenda items 4, 5 and 6, and those comments are in a letter (below) she has provided to the City Secretary. Ms. Saltarelli commented these Agenda items focus on allowing manufactured homes to be placed in certain areas of the City and she represents a lot of buyers and sellers, she has a concern regarding the homes damaged due to the hurricane.

Mayor Wax, Mayor Pro-Tem Rice and Councilmembers
Chairperson of Planning & Zoning Commission and Commissioners
City of Rockport
Rockport, Texas

RE: Items on Agendas April 17, 2018 Agendas Items 4, 5 & 6
Manufactured Houses Zoning Requests

Dear Mayor Wax, Councilmembers, Chairperson and Planning Commissioners,

I am Anela Saltarelli, speaking as the Legislative and Government Relations Committee Chair for the Rockport Area Association of Realtors, otherwise known as RAAR.

Our Association, RAAR, supports projects for providing more affordable housing for our community. The need is high for more affordable and medium income housing, for both new homeowners, and renters. A diversified community is preferable for any neighborhood, and will minimize segregating any part of our community.

The request to change the zoning for the cases on tonight's agendas, and allow the placement of manufactured housing in individual lots and/or parks, as communities are of special interest to many, including RAAR and our members.

We should all be mindful and careful that we are attracting quality develop which will add to the beauty of our community, both for the existing and new citizens who will live in Rockport. This applies to residential communities of any income level.

Tonight's agenda items requesting zoning changes to allow manufactured housing on properties. We recognize the opportunity that this may serve to help provide more affordable housing opportunities. The applicants' presentation this evening may cover some of our questions. In case they are not mentioned, I would like to take the opportunity to share our recommendations. We would also like to chance to meet with the applicants to discuss these items, before these cases return on your next agenda.

If intended as individual owned, existing manufactured homes, then we would like to know the plans to maintain their properties in consideration of neighbors and surrounding property owners.

If these are proposed as Manufactured Housing Parks / Communities, we would like to know more specifically the site, type and quality of the development, amenities to be provided, whether the development will include on-site management, maintenance, lighting, security, internal road maintenance, and type of appliances to be provided. Will the development provide rental pads for people to bring their own manufactured homes? Will the management provide manufactured homes for people to rent and/or purchase? What is the process for screening tenants and background checks for each tenant (and what type of background check provider will be used). For tenants to reside in the manufactured housing community, what is included in the management/tenant agreement. More specifically, what are the tenant responsibilities for maintaining the property on which their home is located, and how will management address and enforce the requirements for non-compliance. What are the restrictions and conditions for renters at the site.

The items mentioned should help provide a good quality, and well managed Manufactured Home lots, homeowners properties, and Parks, if applicable, for their residents. In addition, it could provide a better quality of life for other tenants in the Park as well as surrounding communities, and protect the value of surrounding properties. Something that realtor's clients are always keeping a watchful eye on for their homes and investments.

Thank you for your time on this matter.

Anela
Anela Lopez Saltarelli / 817-800-8790
Legislative and Government Relations Chair - Rockport Area Association of Realtors
AnelaLopez@raar.com

Mayor Wax stated the City has a process in Code Enforcement for such homes. Mayor Wax asked Ms. Saltarelli if she was representing property owners within the City limits.

Ms. Saltarelli answered “no, the property owners were in the County,”

An unidentified gentleman in the audience commented that Monkey Road, as shown on the City's map of the area and area of notification, is not correct.

Community Planner Amanda Torres explained the area outlined in blue is the area being considered for rezoning and the yellow highlighted area is the entire area of property owners who received notification of the rezoning proposal. Ms. Torres added the map is from the Aransas County Appraisal District.

Mayor Wax stated the City will check into this.

Bill Anderson, 1507 Sixteenth Street, addressed the Council. Mr. Anderson said his opinion is the zoning should stay as it currently is, R-1 (1st Single Family Dwelling District). Mr. Anderson expressed when trailer houses are allowed, the neighborhood goes down. Mr. Anderson added that the hurricane did them a favor and flushed out all the unfits and child molesters; dope addicts are walking down the street. Mr. Anderson declared he did not want to see manufactured housing move in again and if you want a manufactured home you should buy a piece of property that's allows such. Mr. Anderson stated he purchased a piece of property to place a manufactured home on and then the City annexed the property and he was told he would have to move the manufactured home.

Mr. Anderson added he did not want his property annexed, he does not get anything by being annexed, but he has to pay \$1,000 more in taxes. Mr. Anderson commented that allowing manufactured homes in this area will depreciate the value of his property and the homes will be rented out to dope addicts.

Debra Choate, 2512 Monkey Road, addressed the Council. Ms. Choate stated she agreed with some of what Mr. Anderson had said, but not everybody can afford to build a house. Ms. Choate declared: "one bad apple doesn't make the whole bushel bad" and she disagreed with Mr. Anderson. Ms. Choate stated she thought it was fair to let people have what they can afford. Ms. Choate added she hoped that whatever the City could do to make the area better would be good.

- 5. Conduct and deliberate a Joint Public Hearing with the Planning & Zoning Commission to consider a request to rezone property located at 106-136 Steward Lane, 1403 & 1415 Eighteenth Street, and 1320 Jim's Smokehouse Road; also known as Lots 5-14, Oak Bay Subdivision; Part of Lot 112, Block 249, Swickheimer Subdivision, and 13.304 acres out of the C.S. Zenn Survey, A226, Rockport, Aransas County, Texas, to R-2M (Manufactured Housing District) to allow the placement of manufactured housing; currently zoned R-1 (1st Single Family Dwelling District).**

Jenice Pruitt, 1501 Eighteenth Street, addressed the Council. Ms. Pruitt stated she does not live in this area, but close to it. Ms. Pruitt expressed that she believes people have a right to put what they want on their property. Ms. Pruitt said she has places on her property for mobile homes to be placed, but once she was annexed she could not do that. Ms. Pruitt stated she would like her property to be added to the area being considered for rezoning. Ms. Pruitt declared she screens applicants before they are allowed to reside upon her property and she keeps tabs on her property.

Mayor Wax informed Ms. Pruitt that as a property owner she should submit a letter to the City requesting her property be included in this rezoning.

Ms. Pruitt stated she had talked to a Planning & Zoning Commission member and she had commented that she did not see a problem with Ms. Pruitt's property being rezoned.

- 6. Conduct and deliberate a Joint Public Hearing with the Planning & Zoning Commission to consider a request to rezone property located at 1302, 1306, 1322, 1330, 1412 & 1422 South Verne, 1305, 1307, 1309, 1311, 1315, 1401, 1403, 1409, 1411, 1413 & 1501 South Fuqua, 201 West Fourth, 223 West Fifth and 224 West Sixth; also known as Lots 1-6, Block 137; Lots 1-16, Block 138; and Lots 1-16, Block 139, Manning Addition, Rockport, Aransas County, Texas, to R-2M (Manufactured Housing District) to allow the placement of manufactured housing; currently zoned R-1 (1st Single Family Dwelling District).**

Ruby Beaven, 1307 South Fuqua, addressed the Council. Ms. Beaven stated she was in favor of the rezoning. Ms. Beaven said she is a Hurricane Harvey victim and is currently living in a FEMA recreational vehicle. Ms. Beaven stated she has researched the possibility of building a home on her property and contractors will not even look at anything under \$100,000.00. Ms. Beaven said a \$90,000.00 mortgage equates to a \$1,100.00 monthly payment which she cannot afford. Ms. Beaven

expressed if manufactured homes were allowed she would be able to place one on her property and have a home.

Bill Anderson, 1309 South Fuqua, addressed the Council. Mr. Anderson said he owns four lots at the corner of Fuqua Street and 5th Street and he is not in favor of the rezoning to allow manufactured homes. Mr. Anderson stated good people move into manufactured homes and then bad people move in. Mr. Anderson commented that property values go down because of manufactured homes.

Lily Jackson, 1413 South Fuqua Street, addressed the Council. Ms. Jackson said she presently has the property for sale and everyone interested in purchasing wants to put a recreational vehicle or manufactured home on the property. Ms. Jackson stated she would like to see the rezoning approved. Ms. Jackson said she is a single woman and she simply needs a place to hang a hat for the weekend; she does not want to build a \$200,000.00 house. Ms. Jackson added she was a veteran and if people watch their neighborhoods and see something wrong and call law enforcement things will be okay. Ms. Jackson expressed: "If you want to change the neighborhood, fight back. Clean-up the neighborhoods and make them better."

Lori Gieringer, 1314 S. Kossuth, addressed the Council and said she had some questions. Ms. Gieringer asked if there were manufactured home parks in the City and if so, how many were there. Ms. Gieringer said there seemed to be quite a few lots in the area addressed by Agenda item 6 that would allow manufactured homes. Ms. Gieringer stated she lives in the Manning Addition and asked if that meant that it is a subdivision of homes. Ms. Gieringer expressed manufactured homes do not have the life consistency as a site-built. Ms. Gieringer asked if the zoning is changed, will it always stay that way and is the City going farther and farther into the County and allowing different housing. Ms. Gieringer added she sees more homes than manufactured homes in this area.

Mayor Wax answered Ms. Gieringer that there are several manufactured housing parks within the City and there are certain areas within the City where zoning allows the placement of manufactured homes. Mayor Wax explained the Manning Addition is not necessarily a subdivision; the original area was platted with that name.

- 7. Conduct and deliberate a Joint Public Hearing with the Planning & Zoning Commission to consider a request for a Planned Unit Development located at 3086-3098 State Highway 35 Bypass and 420 McLester; also known as 11.348 acres out of the Joseph Fessenden Survey, and 38.111 acres embracing all of Tracts 12-14 and the northern portion of Tracts 15-21, C.H. Moore Subdivision, Joseph Fessenden Survey, City of Rockport, Aransas County, Texas, to develop property as a mixed-use subdivision consisting of single-family residential, condominiums, and commercial parcels, currently zoned R-1 (1st Single Family Dwelling District).**

Amelia Saltarelli, speaking as the Legislative and Government Relations Chair for the Rockport Area Association of Realtors (RAAR), addressed the Council. Ms. Saltarelli read a letter (see below) with comments on the Planned Unit Development.

Mayor Wax, Mayor Pro-Term Rios and Councilmembers
Planning & Zoning Commission Chair and Commissioners
City of Rockport
Rockport, Texas

RE: Items on Agendas April 17, 2018 Item #3 on Plg & Zng Comm. / Item #7 on City Council
PUD Development

Dear Mayor Wax, Councilmembers, Chairperson... and Planning Commissioners,

I am Amelia Saltarelli, speaking as the Legislative and Government Relations Committee Chair for the Rockport Area Association of Realtors, otherwise known as RAAR.

I attended the meeting last night, met with the developer briefly and heard the presentation. It is our understanding that this PUD represents a mixed-use residential development, with a little bit of commercial along the Hwy 35 frontage. Within the 60+-+ Acres, we understand affordable housing units will be constructed in response to the need for more reasonably (affordable) and medium income housing. We are not aware of what percentage will be provided under the 80% or less MFJ (medium family income) level.

RAAR would like the opportunity to meet with the developer and the Rockport Planning Department to learn more details about this project, before it returns on the agenda for final approval.

This site is an ideal location to provide more affordable / more reasonably priced homes and rental units for our community. Access to Hwy 35 Bypass is convenient for workers to leave in the morning and return in the evening. We would like to explore the details of this project further with the developer.

The Rockport Area Association of Realtors is hopeful that this project which will be one of many mixed use developments to be presented for our community.

We should all be careful and careful that we are attracting quality develop which will add to the beauty and a quality of life deserving by our community, both for the existing and new citizens to live in Rockport.

Based on what we have heard to date, RAAR is supportive of this PUD request. However, we would like to meet with the developer after this evening to discuss this further.

Thank you for your time and support.

Sincerely,


Amelia Lopez-Saltarelli
Legislative and Government Relations Chair
Rockport Area Association of Realtors
AmeliaLopezSaltarelli@raar.com
417-298-8178

Council Member Villa asked Ms. Saltarelli to define affordable housing.

Ms. Saltarelli stated in rental property it depended on the size of housing: \$650.00 to \$800.00 a month for a \$120,000.00 to \$150,000.00 home. Ms. Saltarelli said the number goes up depending on the number of family members.

8. Conduct and deliberate a Joint Public Hearing with the Planning & Zoning Commission to consider amendment to Sections 4.2.6 and 9.2, Article I. Zoning Ordinance, Chapter 118 Zoning by providing changes that will establish an age limit on manufactured homes being moved into the City of Rockport.

Bill Anderson, 1309 South Fuqua, asked if the manufactured homes had to be windstorm approved.

Mayor Wax answered that the manufactured homes moved into the City limits will have to be windstorm approved.

Lori Gieringer, 1314 South Kossuth, asked for clarification on the 10-year age limit.

Mayor Wax stated the 10-year age limit is defined as “new manufactures homes being placed on lots can be no older than 10 years old from the date it was manufactured.”

Dwayne Gaskin, 2104 Monkey Road, addressed the Council. Ms. Gaskin asked if change will include properties in the Extraterritorial Jurisdiction (ETJ).

Community Planner Amanda Torres said City zoning regulations are only applicable to properties within the City.

Mayor Wax closed the Joint Public Hearings at 7:21 p.m.

9. Adjourn – Rockport Planning & Zoning Commission.

At 7:21 p.m., the Rockport Planning & Zoning Commission adjourned.

Regular Agenda

10. Deliberate and act on a Resolution approving and adopting the Multi-Jurisdictional Comprehensive Economic Development Strategic Action Plan.

Mayor Wax stated an update and prioritization of the strategies in the proposed Multi-Jurisdictional Comprehensive Economic Development Strategic Action Plan were discussed at a Multi-Jurisdictional Intergovernmental Workshop this afternoon.

Kim Foutz with the Aransas County Long Term Recovery Team gave a PowerPoint presentation (below) on the 11 strategies developed with 93 action items. Ms. Foutz said this is a 10-year plan and will need to be reviewed every couple of years. Ms. Foutz stated the top three strategies were identified and revisions made at the Multi-Jurisdictional Workshop this afternoon. Ms. Foutz informed the Council the next steps for all the entities involved is to adopt the Plan by Resolution.

Comprehensive Economic Development Strategic Action Plan

Priority #1: Rebuild / Build New Local Attractions and Venues		Stakeholder Responsible for Implementation	Anticipated Date of Completion	Timeline
Assess Resources and Complete Planning:				
Action #1	Conduct community asset inventory	Local Tourism Council	Texas Tourism Council in-kind	May 2018
Action #2	Work with non-profit attractions, hotels, and restaurants to facilitate rebuilding and seek funding based upon priority	County, CoR, ToF, CoC	Rebuild Tx, Lyft Fund, USDA	Apr 2018- Dec 2019
Action #3	Address prior restorations (private and public)	ibid	ibid	2020
Action #4	Select technical assistance (community assessment) by the Texas Department of Tourism to explore enhancement of existing venues and possibility of new venues (ex: batfields for tournaments, zipline, expanded winery, brewery, theater, kayaking, paddleboarding) and ecotourism. Seek funding for recommended projects	Local Tourism Council	Tx Dept of Tourism	Feb-Aug 2018
Action #5	Create a Design Manual and execute common theming/brand for public facilities, beach facilities, parks, and private sector buildings as they are rebuilt and newly built. Incorporate streetscape, landscape, signage, banners, buildings. Establish a process to ensure execution by all parties (public and private).	ACED, Rockport, Fulton, County, CDC, non-profits, Tourism Council & PCAD Teams	Planning grant (TDA), donations, landscape architect, Texas APA, private sector	May-July 2018
Action #6	Adopt multi-jurisdictional incentives Policy to attract venues and specialty retail (public & private)	CoR, ToF, County, Tourism, EDC, ACED	Technical Assistance from LTRT	Summer-Fall 2018
Action #7	Evaluate updated Retail Leakage report and develop an execution plan	New EDC if established	Private sector in-kind donation	2019
Action #8	Conduct business needs assessment to facilitate more business re-openings; coordinate cohesive downtown business hours and interests	Short Term Teams, CoC, EDC	Staff and volunteer in-kind	2018-2019

CoR = City of Rockport, ToF = Town of Fulton
 CoC = Commerce of Commerce
 ACED = Aransas County Economic District
 LTRT = Long Term Recovery Team
 EDC = Future Sea Dev. Org

Priority #1 - Rebuild / Build New Local Attractions and Venues - cont.	Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Develop City/Town Centers to Generate Foot-Traffic and New Business Attraction			
Action #1	Develop, review, update Master Plans: -Consolidate the Heritage District, Cultural Arts District, and Harborfront Plans into one cohesive plan. -Include mixed use (housing, retail, office, city hall, county courthouse, cultural arts/heritage facility(s) etc), and mixed income. -Develop a master plan for downtown Fulton to preserve its charm	ACND, CoR, ToF, County, CDC, non-profits, Tourism Council	Planning grant (EDA) & Texas Planning Assn (in-kind) 2018-2019
Action #2	Develop arts, meeting and event venues to anchor the Districts: -Develop and operate an arts/performance arts/conference center in the Cultural Arts/City Center District serving multiple arts, culture, and historic non-profit groups in the region. -Rebuild the Fulton Special Events Center to increase business (weddings, reunions, special events, concerts).	All arts/culture, nonprofits; Tourism Council, CoR, ToF, RCA	Matching funds of 20% for EDA grant; PA, EDA, mitigation 2018-2020
Action #3	Pursue County Courthouse and City Hall co-location and related plans	CoR, County	PA, Gov, Insurance, USDA, Mfg 2018-2020
Action #4	Focus on working with the private sector and individual property owners to unify interests and pursuits.	CoR, ToF, CDC, ACND, non-profits, Tourism Council	Private sector, TIF 2019
Action #5	Construct District/ Downtown / City/Town Centre Improvements: -Rockport Harbor Boardwalk and Marina and related boat traffic improvements; explore sea plane project -Infrastructure, landscape, streetscape, street lighting, safety signs, street signs. -Signage, restrooms, pedestrian improvements/safety -Construct small venues (water feature for kids, playground etc) -Public parking -Reconstruct pier -Prepare all documents and process to create a TIF	ACND, CoR, ToF, County, CDC Team, bond counsel	Planning grant, improvement grants, loans, TIF, EDA, USDA, PA, Tx Capital Fund, Tx Parks & Wildlife & TPW Foundation 2018-2022

CoR = City of Rockport; ToF = Town of Fulton
 CoC = Chamber of Commerce
 ACND = Navigation District
 LTOT = Long Term Gateway Team
 CDC = Future Sea Dev Corp

Priority #1 - Rebuild / Build New Local Attractions and Venues - cont.	Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Develop City/Town Centers to Generate Foot-Traffic & New Business Attraction cont.			
Action #6	Hold group beautification and repair events. Include minor improvements to public and private infrastructure and buildings - "Extreme District Makeover"	Short Term Teams, CoR, ToF	CoR, ToF 1 block every 6 months
Action #7	Execute beautification projects in accordance with the design standards manual to enhance sense of place	Short Term Teams, Keep AC Beautiful	CoR, ToF, Keep Tx Beautiful, private sector donations 2019-2024
Action #8	Link/loop all venues with trails and or wide sidewalks within and outside the District. Address disconnects, bottlenecks, and conflicts.	Areas Pathways	Grants, TIF, Tx Parks & Wildlife, TxDot 2018-2024
Action #9	Address downtown flooding issues	CoR, ToF, County	Mitigation funding, USDA, Restore 2018 plan; 2019/20 execution
Action #10	Consider combined arts incubator/housing initiative	CDC, CoR, County, RCAD, RCA Team	As per CAD and Housing Plan 2020

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Priority #1: Explore Diversifying the Economy with New Target Markets and Address Necessary Infrastructure To Support		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Action #1	Form an economic development organization and establish formal partnerships, contractual arrangements, and funding sources.	EDC, CoR, ToF, County	Tx ED Council, Bus. Rept. County, ACND, ISD, CDC, CoR, ToF	Summer 2018
Address Workforce Needs and Development:				
Action #1	Assess workforce skills and develop training programs to support target industry; Coordinate with regional resources and institutions	EDC, CDC, ISD, Regional Colleges	CDC, USDA, ISD	Fall 2018 - 2021
Action #2	Execute Workforce Housing Plan goals and tactics to bring employees back. Recognize that workforce is the #1 factor for business locations	CoR, ToF, County, LTRT	ibid	Sum 2018-2023
Action #3	Develop and execute a marketing strategy for workforce recruitment	EDC, CDC, LTRT	ibid	Sum 2018
Action #4	Hold regional housing and jobs fair (loans, credit counseling, down payment)	CDC, HUD, LTR Team	\$1,000 CoR, ToF, County, HUD	Apr 2018, Aug 2018
Analyze Business Recruitment Readiness and Take Actions to Address				
Action #1	Work with the Texas Economic Development Corporation to identify new target market industries to stabilize through economic cycles	EDC, EDC, TEDC	Tx Economic Dev Council In-kind	Fall 2018
Action #2	Adopt multi-jurisdictional Incentives Policy for redevelopment and development	City, County, ACND Team	EDC, LTRT staffing	May 2018
Action #3	Perform Comprehensive Analysis of business site selection factors / considerations and update Economic Development Plan accordingly (see attachment "A" for details) --Business and operating conditions --Geographically variable costs --Real estate / site --Business risks	EDC, CDC	EDC Committee work	Winter / Spring 2019
Action #4	Establish program to facilitate entrepreneurship	EDC, CDC	EDC Committee	2022

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 LTRT = Long Term Recovery Team
 EDC = Future Eco. Dev. Corp.

Priority #2: Explore Diversifying the Economy with New Target Markets and Address Necessary Infrastructure To Support (cont.)		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Address Healthcare Gaps and Needs				
Action #1	Address lack of regional hospital facilities	County	Federal CDBG-DR grants, Tx Ag grant, USDA	2018-2021
Action #2	Address loss of retirement facilities: --Inventory and seek rebuilding of existing centers --Recruit new retirement facility providers in the event there is a long term loss of beds.	CoR, County, LTRT	Federal CDBG-DR grants	2020
Leverage and Enhance Aransas County Airport for Tourism and Business Diversification				
Action #1	Update Airport Layout Plan if needed	County	TxDOT grant	2021
Action #2	Update the Airport Master Plan if needed	County	TxDOT grant	2022
Evaluate Fire Department Needs to Meet New Target Industry Requirements				
Action #1	Evaluate existing fire department resources and capabilities as it relates to target industry needs	EDC, VFD, City, County	Public safety & homeland security grants, CoR	2024
Address Where Companies Will Locate - Business Parks, Other Sites, and Buildings				
Action #1	Consider purchasing property for a business park or consider leasing/renting of city or county owned property for a business park	EDC, CoR, County Team	ibid	2020
Action #2	Consider constructing infrastructure to serve a new business park: --As a new prospect is identified, work with Texas Dept of Agriculture on a Texas Capital Fund grant or EDA grant to extend infrastructure/facilities into the business park	EDC, CoR, County Team	Tx Capital Fund Grant	2021
Action #3	Perform a building inventory and make recommendation to address deficits	EDC, CoC	Staff	2019

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Priority #2: Explore Diversifying the Economy with New Target Markets and Address Necessary "Infrastructure" To Support them!		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Pursue Transportation Enhancements to Support Tourism and Business Diversification				
Action #1	Review area transportation thoroughfares and pursue local/state improvements; adopt Transportation Plan (multi-modal)	EDC, CoR, County, COG	Staff	2023
Action #2	Address the intersection of Broadway and Business 35 for visitor convenience and safety	CoR, County	TRDOT	2021
Action #3	Continue to pursue multi-modal transportation	Aransas Pathways	Grants	On-going

Priority #3: Evidence Marketing and Promotion Program to Revitalize Tourism Targets & Branding		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Action #1	Communicate we are "open for business" with specific, current information in multiple media forms - Track hotel availability and actively market information	Jeff Hunt of ICF, CDC	Hotel Motel Funds, Rebuild Tx Fund	Jan-Apr 2018, on-going
Action #2	Solidify brand (ecotourism, short getaways, active/sporting getaways) and identify funding to enhance marketing.	Jeff Hunt, Short Term Teams	State Hotel/Motel Grant	Apr-June 2018
Action #3	Review tourism website and regional tourism websites, make changes/request changes to reflect targeted marketing message	CDC	Staff	May 2018
Action #4	Consider pursuing year round tourism: encourage day trips to counter perceptions that there is nothing to do or no place to stay.	CDC	Staff	2018-2020
Action #5	Re-establish the venue sign wayfinding program. Inventory all venues and trails; develop and install wayfinding signage. Install promotional maps. Ensure design matches the brand.	Tourism Council, CDC, Pathways	tbd	Late 2018, early 2019

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Evaluate, Develop and Invest in Expanding Visitor Experience in the Downtown/District/ City/Town Centre Areas		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Action #1	Adopt the Cultural Arts District and Rockport Center for the Arts strategic plans. Incorporate these goals into the Economic Development Plan.	RCAD, RCA, CDC, CoR, County	Staff	Fall 2018
Action #2	Activate Cultural Arts District to act as umbrella for coordinated programs and events in the District	Cultural Arts District	tbd as per CAD Plan	Fall 2018
Action #3	Consider developing small, frequent cultural and arts programs and events. Ex: music vignettes, family entertainment, funky theme, chalk/digital graffiti	Cultural Arts District	\$20,000 per year	May 2018-monthly
Action #4	Infuse more culture & art projects, Ex: mural project, public art sculpture, Harvey memorial structure	RCAD, RCA	tbd as per CAD & RCAD Plans	On-going
Action #5	Consider new monthly or existing events such as: birding tours, fishing tournaments, harbor stage, auto show, music, drone racing, cruises	Tourism Council, CDC, RCA, CAD	\$15000 Hotel Motel Funds	June 2018-monthly

Attract Volunteers to Spend Money in Our Community and Help With Recovery		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Action #1	Develop a "VolunTOURING" program by attracting volunteers to spend money and help with recovery.	CDC, Short Term Teams	Staff	Mar 2018
Action #2	Develop trip packaging and referrals (lodging, transportation, activities, tours)	CDC, Short Term Teams	Staff	May 2018
Action #3	Adopt marketing program to attract VolunTOURISTS to established tours.	CDC, Short Term Teams	Network List, College Vol. Coordinators	May 2018

CoR = City of Rockport, ToR = Town of Fulton
 CoC = Chamber of Commerce
 ACND = Aransas National District
 LTST = Long Term Recovery Team
 EDC = Future Econ. Dev. Corp

Retain, Support, and Grow Existing Businesses		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Action #1	Develop business recovery "Toolkit" Program based upon survey results. —Assemble business resources based upon assessment (SBDC). —Assemble a team for business outreach.	COC, Short Term Teams	COC, Volunteers, \$Tbd	Jan-Sept 2018
Action #2	Pursue a grant program to fund building repair and enhancements, flood proofing, mitigation, and equipment	Mitigation Team	Mitigation	Jan-Sum 2018
Action #3	Coordinate with existing nonprofit loan programs (PeopleFund, Lift) and other funding sources (USDA), to secure funding for business building repair and enhancements, floodproofing, working capital, mitigation, and equipment	COC	COC, Lift, People Fund, SBDC, Coll, ToF	Jan-Sum 2018
Action #4	Provide professional assistance to help cultivate business merchandising, signage, website, and facade	COC	COC thru Chamber Academy	2019
Action #5	Establish a program to address recruiting employees back to the community including addressing housing needs	COC, CoR, ToF, County	COC	Feb-July 2018
Action #6	Consider programs for existing business expansion	COC, CoR, ToF, County	TBD	2021

Pursue Community Quality of Life/ Place / Sense of Place Enhancements		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Action #1	Develop a master plan to enhance quality of place. Focus on gateways and strategic corridors first. —Include strategy to minimize code violations —leverage assets such as oak trees, nature etc. —Leverage a partnership with Keep Aransas County Beautiful to execute projects in the master plan and to secure grants	KACB, Pathways, CoR, ToF	Volunteers, state grant, private donations	2019

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Pursue Community Quality of Life/ Place / Sense of Place Enhancements - cont.		Stakeholder Responsible for Implementation	Integrated Use of Other Funds	Timing
Action #2	Consider developing city and county demolition programs for dilapidated structures	CoR, ToF, County	CDBG-DR funds	Fall 2018
Action #3	Pursue partnership with the YMCA to construct a city building and establish YMCA programs. Identify donor	CoR, Donor, YMCA	Private donation	2018
Action #4	Continue debris removal at water edge, walkways, and roads (fine cleaning) in accordance with FEMA requirements	Short Term Teams, CoR, ToF, County	KACB, volunteers, Adopt a Hwy	Spring/Sum 2018
Action #5	Rebuild and improve community entrance signs (include community character/branding elements)	KACB, Pathways, CoR, ToF	State Keep It Beautiful grant	2019-2020

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Council Member Villa stated he did not like the priority “Pursue Community Quality of Life/Place/Sense of Place Enhancements” listed as the last priority. Council Member Villa said that priority should be one of the top priorities.

Mayor Wax stated the priorities listed on pages 7 through 9 of the Plan were not in chronological order. Mayor Wax said there should be a structural review of this Plan and that should be established early. Mayor Wax suggested an annual review of the Plan, especially the priorities, so the performance and progress could be judged and if necessary be re-prioritized. Mayor Wax recommended the schedule for review be in the Spring because the various entities’ fiscal years.

Ms. Foutz stated that as the remaining parts of the Plan are being put together she will include the Mayor’s suggestion as well as a quarterly reporting requirement.

Mayor Pro-Tem Rios stated the Plan is very comprehensive. Mayor Pro-Tem Rios added it is difficult to try and approve a Plan with pieces that are outside of the City’s control, but he understood the difficulty in separating the pieces.

Ms. Foutz asked the Council to just approve the Strategies and action items and then the complete Plan will be brought back to Council for approval.

Council Member Day stated the City is basically approving the Plan in principal.

Council Member Gurtner commented this is a good Plan.

MOTION: Mayor Pro-Tem Rios moved to adopt a Resolution approving and adopting the Multi-Jurisdictional Comprehensive Economic Development Strategic Action Plan Concepts and Strategies. Council Member Villa seconded the motion. Motion carried unanimously.

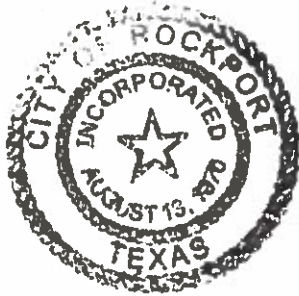
11. Deliberate and act on a Resolution of the City Council of the City of Rockport, Texas, formally approving the purchase of certain real property and authorizing the City Manager to act as the City’s representative in all matters pertaining thereto.

Mayor Pro-Tem Rios said this property is part of the Aransas Pathways project. Mayor Pro-Tem Rios said the property was appraised at \$150,000. Mayor Pro-Tem Rios said a grant has been received for purchase of the property with the grant requiring a 25% match of which Aransas First will pay one-half and the City will pay one-half. Mayor Pro-Tem Rios said the City’s Hotel Occupancy Tax funds will be utilized for the City’s portion of the match. Mayor Pro-Tem Rios added the purchase of this property will protect the trees on State Highway 35 Bypass. Mayor Pro-Tem Rios stated the long-term plan is to lease the property to Aransas First and they will be responsible for maintenance of the property.

MOTION: Council Member Villa moved to adopt a Resolution formally approving the purchase of certain real property, being 5.43 acres out of Lot 12 of the Abernathy Tracts and being out of the Charles S. Zenn Survey, A220, Aransas County, Texas, and authorizing the City Manager to act as the City’s representative in all matters pertaining thereto. Council Member Gurtner moved to second the motion. Motion carried unanimously.

12. Adjournment

At 7:44 p.m., Council Member Villa moved to adjourn. Motion was seconded by Mayor Pro-Tem Rios. Motion carried unanimously.



ATTEST:


Teresa Valdez, City Secretary

APPROVED:


Patrick Rios, Mayor