

CITY OF ROCKPORT

MINUTES

CITY COUNCIL REGULAR MEETING

6:30 p.m., Tuesday, March 13, 2018

Rockport Service Center, 2751 State Highway 35 Bypass

On the 13th day of March 2018, the City Council of the City of Rockport, Aransas County, Texas, convened in Regular 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

STAFF MEMBERS PRESENT

City Manager Kevin Carruth
City Secretary Teresa Valdez
City Attorney Terry Baiamonte
Police Chief Tim Jayroe
Parks & Leisure Services Director Rick Martinez
Public Works Director Mike Donoho
Interim Finance Director Sandy Clarkson

ELECTED OFFICIALS PRESENT

Opening Agenda

1. Call to Order.

With a quorum of the Council Members present, the Regular Meeting of the Rockport City Council was called to order by Mayor Wax at 6:30 p.m. on Tuesday, March 13, 2018, in the Training Room of the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas.

2. Pledge of Allegiance.

Mayor Pro-Tem Rios led the Pledge of Allegiance to the U.S. flag.

3. Citizens to be heard.

At this time, comments will be taken from the audience on any subject matter that is not on the agenda. To address the Council, please sign the speaker's card located on the table in the Training Room of the Rockport Service Center and deliver to the City Secretary before the meeting begins. Please limit comments to three (3) minutes. In accordance with

the Open Meetings Act, Council may not discuss or take any action on any item that has not been posted on the agenda. It is the prerogative of the Chair to limit or otherwise restrict commenters if comments are discourteous, inappropriate, repetitive, or uncivil.

There were no citizen comments.

Consent Agenda

All consent agenda items listed are considered to be routine by the City Council and will be enacted by one motion. There will be no separate discussion of these items unless a Council Member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda.

4. **Deliberate and act on approval of City Council Planning Meeting Minutes of February 20, 2018, and Regular Meeting Minutes of February 27, 2018.**
5. **Deliberate and act to accept a Certification of Unopposed Candidates by the City Secretary for the May 5, 2018, General Election.**

Deliberar y actuar para aceptar una certificación de candidatos sin oposición, preparade por la secretaria municipal para las elecciones municipales generals del 5 de mayo de 2018.

6. **Deliberate and act on Resolution declaring unopposed candidates in the May 5, 2018, City General Election, elected to office; cancelling the Saturday, May 5, 2018, Mayor and Ward 2 Elections; and finding and declaring that the meeting at which this Resolution is adopted was open to the public, that the public notice of time, place and the subject matter of the public business to be considered was posted as required by law, including this Resolution.**

Deliberar y actuar sobre una resolución declarando a candidatos sin oposición, en las elecciones municipales generals del 5 de mayo 2018, elegido para un cargo público; anulando las elecciones del 5 de mayo, 2018 de alcalde y de barrio 2; averiguando y declarando que la reunion en que se adoptó esta resolución fue abierta al público, y el aviso al público de la hora, el lugar y el content de los negocios públicos en consideración fueron publicados como requiere la ley, incluyendo esta resolución.

Mayor Wax called for requests to remove any item from the Consent Agenda for separate discussion.

Mayor Wax removed Consent Agenda Items 5 and 6 from the Consent Agenda for separate discussion.

MOTION: Mayor Pro-Tem Rios moved to approve the Consent Agenda, minus Items 5 and 6, as presented. Council Member Day seconded the motion. Motion carried unanimously.

Mayor Wax stated the reason he removed Consent Agenda Items 5 and 6 from the Consent Agenda is because he wanted to make a public statement. Mayor Wax said it has been an honor to have served with the unopposed candidates in the upcoming May 5, 2018, General Election. Mayor Wax extended his congratulations to Mayor Pro-Tem Rios and Council Member Villa.

MOTION: Mayor Wax moved to approve Consent Agenda Items 5 and 6. Council Member Villa seconded the motion. Motion carried unanimously.

Regular Agenda

- 7. Deliberate and act on second and final reading of an Ordinance amending the official zoning map as stipulated under Article 4.1 of the City of Rockport Zoning Ordinance Number 1027 by changing the zoning of land from R-1 (1st Single Family Dwelling District) to R-2M (Manufactured Housing District) for property located at 1125, 1133, and 1141 Sixteenth Street, also known as Lots 70-B, 70-F, and 70-G, Block 256, Swickheimer Subdivision, Rockport, Aransas County, Texas, repealing all ordinances in conflict therewith; providing for severability; and providing an effective date.**

Mayor Wax stated there had been no changes in format or content since Council approved the first reading of the Ordinance on February 27, 2018.

MOTION: Council Member Villa moved to approve the second and final reading of an Ordinance amending the official zoning map as stipulated under Article 4.1 of the City of Rockport Zoning Ordinance Number 1027 by changing the zoning of land from R-1 (1st Single Family Dwelling District) to R-2M (Manufactured Housing District) for property located at 1125, 1133, and 1141 Sixteenth Street, also known as Lots 70-B, 70-F, and 70-G, Block 256, Swickheimer Subdivision, Rockport, Aransas County, Texas, repealing all ordinances in conflict therewith; providing for severability; and providing an effective date. Council Member Gurtner seconded the motion. Motion carried unanimously.

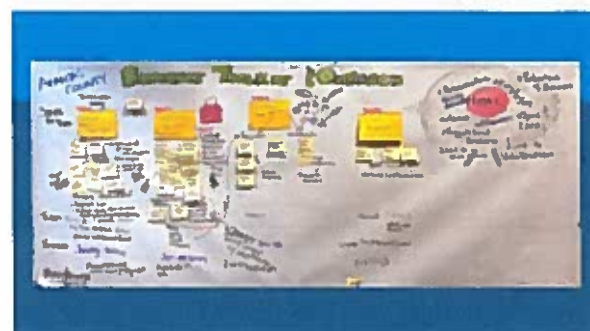
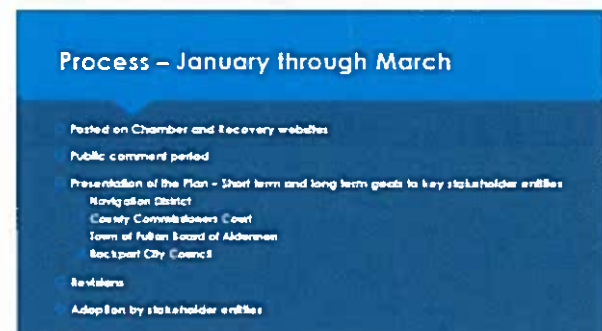
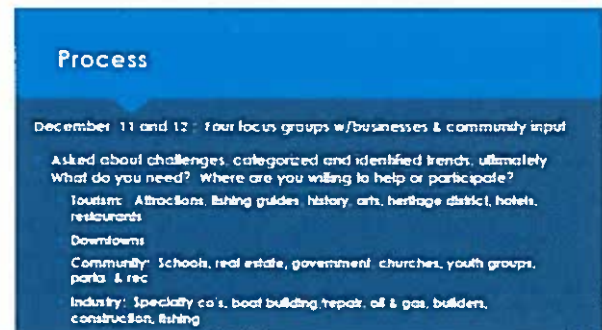
- 8. Deliberate and act on second and final reading of an Ordinance amending the official zoning map as stipulated under Article 4.1 of the City of Rockport Zoning Ordinance Number 1027 by changing the zoning of land from R-1 (1st Single Family Dwelling District) to B-1 (General Business District) for property located at 971 State Highway 35 Bypass; also known as 2.715 acres out of the northwest part of Tract 32, Abernathy Tracts, Rockport, Aransas County, Texas, repealing all ordinances in conflict therewith; providing for severability; and providing an effective date.**

Mayor Wax stated there had been no changes in format or content since Council approved the first reading of the Ordinance on February 27, 2018.

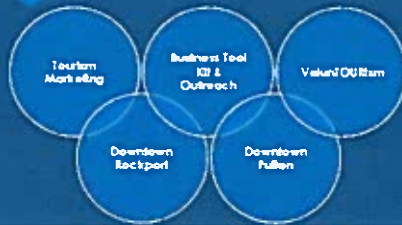
MOTION: Council Member Gurtner moved to approve the second and final reading of an Ordinance amending the official zoning map as stipulated under Article 4.1 of the City of Rockport Zoning Ordinance Number 1027 by changing the zoning of land from R-1 (1st Single Family Dwelling District) to B-1 (General Business District) for property located at 971 State Highway 35 Bypass; also known as 2.715 acres out of the northwest part of Tract 32, Abernathy Tracts, Rockport, Aransas County, Texas, repealing all ordinances in conflict therewith; providing for severability; and providing an effective date. Council Member Day seconded the motion. Motion carried unanimously.

9. Hear and deliberate on a presentation of the draft of the Economic Development Plan.

Diane Probst, Rockport-Fulton Chamber of Commerce President & Chief Executive Officer, addressed the Council. Ms. Probst called the Council’s attention to a PowerPoint presentation (see below) on the “Rockport-Fulton-Aransas County Energized for Action – Economic Development Action Plan.”



Near-term Recovery Action Plan for Economic Development - Jumpstart



Tourism Marketing

Goal: Communicate we are "open for business" with specific, current info. Encourage day trips to counter perceptions that there is nothing to do here or no place to stay. We still have warm charm with personal touch.

Action Steps:

1. "Tourism Army"
2. Packaging and referrals/cross-selling
3. Content creators
4. Events
5. Enhance tourism marketing campaign

Business Tool Kit & Outreach

Goal: Organized and new resources available in one spot to connect businesses to what they need with the ultimate outcome to retain and grow our local businesses.

Action Steps:

1. Business needs assessment
2. Assemble business resources into organized "Tool Kit"
 - Create financing tools for business recovery and growth
3. Organize teams
 - Representatives of business resources, business outreach team
4. Outreach and marketing to businesses - Get them connected to resources

VolunTOURism

Goal: Attract volunteers to spend money in our community and help with recovery. Build a relationship through a positive experience so that they come back.

Action Steps:

1. Define volunteer work projects and master list - Where do we need help from volunteers specifically?
2. Target participants - align to work projects
3. Packaging - lodging, transportation, activities, tours
4. Marketing to attract volunTOURists

Downtown Fulton

Goal: Increase foot traffic & activity so that residents and visitors spend money in downtown

Action Steps:

1. Build pride with clean-up days
2. Current business updates - Social media, uniform open signs, maps
3. Lighting and signage
4. Marketing - leverage Marketing Plan to update on available hotels, events, activities
5. Conference center - start working on plans and resources now

Downtown Rockport

Goal: Attract local residents & visitors to downtown Rockport for positive economic impact

Action Steps:

1. Cleanup cleanup events and beautification
2. Business needs assessment to open
3. Cohesive business hours, monthly events
4. Introduce more cultural arts downtown - mural/art sculpture project, Harvey Memorial
5. Theming and branding - signage, banners, etc.
6. Review and update Heritage District Plan
7. Infrastructure: restrooms, parking, relocate sculpture garden
8. Address downtown flooding issues

Consultant SWOT Analysis

Strengths

- Abundant and diverse natural assets
- "Can do" people
- Charm - personal, unique, sense of place
- Really good at tourism, hospitality
- Many successful events with large draw
- Locally-owned businesses (not big box)
- Fishing industry
- Active Chamber leadership/participation
- Organized and astutely coordinated county-wide Long-term Recovery Team

Weaknesses

- No economic development plan
- No formal economic development organization
- No 4A & 4B sales tax tool to fund ED operations and incentives
- Dependent on one industry (tourism) - need to diversify to stabilize through economic cycles
- Workforce - What is your talent pool?
 - Who is here? Who is coming back?
- Lack of workforce housing
- Where will you put businesses you recruit? No developed sites and buildings for non-retail/commercial businesses

Opportunities

- Now is the time for thoughtful planning to rebuild better, more unique and stronger
- Create enhanced destination for tourists, residents and entrepreneurs
 - Herbert development
 - Heritage District / CAD / City Center
 - Regional arts/performance/conference center
 - Mixed-use (housing, retail, office, etc.)
- Harvest momentum from recovery success for economic development strategic planning
- Volunteers - people & organizations want to help
- Federal, state philanthropy resources, BUT you must be prepared with strategic, thoughtful planning - Be BOLD

Threats

- Will businesses reopen?
- Will workers return?
- The downside of tourism
 - Success drives up land and housing prices
 - Majority of tourism jobs do not pay living wage
- Natural disaster risk
- If you expect or wait for the "outside" to fix Aransas County ...
- Thousands of communities vying for investment, tourists ... competition is not waiting for you or giving Aransas County a "time-out" to catch up

Long Term Recovery Specialist Kim Faust continued the presentation (see below) on the “Strategic Action / Economic Development Plan.”

LONG TERM

STRATEGIC ACTION / ECONOMIC DEVELOPMENT PLAN

5-10 Year Window

January 2018

ECONOMIC VITALITY

- Create an economic development organization
- Explore diversifying the economy with new target(s) markets
 - Texas Economic Development Corp analysis & recommendations
 - Adopt multi-jurisdictional incentive policy
- Rebuild / build new local attractions and venues
 - Community asset inventory & analysis
 - Texas System Council technical assistance
 - Plan restoration
 - Rockport Beach design, features, improvements
 - Design manual for theming and branding
 - Update retail leakage report & execute

ECONOMIC VITALITY

- Retain, support, and grow existing businesses:
 - Business assessment
 - Business Recovery Toolkit Program and Resource Hub
 - Business recovery grants
 - Business recovery loans
 - Prof. assistance program; website, merchandising, signage, locales
 - Employee recruitment program
 - Programs for business expansion
 - Support Navigation District to market boat traffic

ECONOMIC VITALITY

- Address "infrastructure" necessary to recruit alternative large industries
 - Analyze business recruitment readiness and take action
 - Healthcare gaps and needs
 - Leverage/enhance airport
 - Evaluate fire dept needs to meet chosen industry requirements
 - Address workforce needs & development
 - Address where businesses will locate - sites, buildings
 - Pursue transportation enhancements

IMAGE AND IDENTITY

- Attract Volunteers to spend money in our community and help with recovery
 - Establish a Volunteer program
 - Packaging
 - Informative tour
 - Marketing program
- Enhance marketing and promotion program to revitalize tourism
 - Branding and targets
 - "Open for business"
 - Regional/local website review
 - Year round tourism
 - Venue wayfinding program
 - Info packaging

IMAGE AND IDENTITY

- Solidify and Advance Rockport Harbortown Boardwalk & CAC / Heritage District / City Center
 - One coordinated master plan
 - Design standards manual
 - Construct Harbor Boardwalk
 - District improvements (infrastructure, landscape, streetscape, parking, signage)
- Recruitment plan (use TIF)
- Cleanup, beautification, repair event
- Beautification projects/sense of place
- Business needs assessment
- More events
- Link/loop all venues via PATHWAYS
- Anchor district w/ city hall/courthouse
- Address downtown flooding issues

IMAGE AND IDENTITY

- Solidify and Advance Fullon Downtown District and Special Events Center Redevelopment
 - Master plan for downtown
 - Special event center
 - Theming / branding
 - Streetscape, landscape, signage
 - New improvements - playground, water feature?
 - Clean up days
 - Safety - lighting, signs, street signs
 - Wayfinding signage
- Evaluate, Develop, and expand initiatives of the Cultural Arts District and the Rockport Center for the Arts
 - Execute strategic plans
 - Arts housing
 - Increase programs & events
 - Arts in downtown, gateways
 - Arts performing arts, conference Center
- Increase foot traffic, activity, & spending through Marketing, Programming & Events

LIVABILITY AND QUALITY OF LIFE

- Pursue quality of life, quality of place, and sense of place enhancements
 - Master plan - gateways & strategic corridors
 - Code enforcement
 - YMCA
 - Fire cleaning
 - Community entrance signage
- Execute the "Workforce Housing Plan" - to bring Employees Back
- Address healthcare gaps and needs

For the full draft plan, go to:
RockportFullonDisasterRecovery.com

Send suggestions to Kim Foutz at:
kfoutz@aransascounty.org or
 361-790-9496

NEXT STEPS

- Scheduled for consideration by:
 - Town of Fullon
 - Aransas County
 - Navigation District
- Entity feedback
- Set consideration date by:
 - City of Rockport



QUESTIONS

Discussion was held among Council, Ms. Probst and Ms. Faust.

Ms. Faust said the next step is adoption of the Economic Development Action Plan. Ms. Faust added the Plan will be helpful in applying for grants.

Mayor Wax stated the Economic Development Plan has to include all entities, but priorities may be different. Mayor Wax suggest all entities plan a joint meeting and determine the priorities. Mayor Wax said the Council will review the plan, but he did believe all entities should meet and discuss priorities before the plan is adopted.

10. Deliberate on department long-term recovery reports.

Public Works Director Mike Donoho provided the following long-term recovery report:

- City staff were involved in the Economic Development Planning sub-committees.
- Getting ready to work in preparation mode; June is beginning of hurricane season.
- Code Enforcement cases are coming in.
- Working on strengthening building codes.
- Employees working hard; offering over-time on non-critical items.
- Concerned about end-date for debris collection; what happens after deadline?
- Wastewater Treatment Plant – bid package being put together.

Police Chief Tim Jayroe provided the following long-term recovery report:

- Just about as normal as we can get.
- Contractors misunderstanding where they can take debris.
- Things are quiet for the Police Department.
- Fully staffed.
- Still receiving complaints from contractors not stopping at stop signs.

Parks & Leisure Services Director Rick Martinez provided the following long-term recovery report:

- Memorial Park – big projects nearing completion. Lighting by Ameresco and fencing are near completion.
- On target to open Memorial Park by end of month.
- Aquatic Park – operating both pools this week.
- Whooping Crane Strut – People enjoyed the event.

Interim Finance Director Sandy Clarkson provided the following long-term recovery report:

- Things are pretty normal.
- Utility billing on track – bills went out on time.

City Secretary Teresa Valdez provided the following long-term recovery report:

- Things are returning to normal; routine tasks.
- Newly hired Texas Workforce Commission employee Kaycee Eddins is working out very well.
- Assistant City Secretary Ruby Beaven planning on scheduling a safety training for city works departments.
- Receiving a lot of calls regarding itinerant vendor sales.

City Manager Kevin Carruth provided the following long-term recovery report:

- Education Service Center working with Texans Recovering Together will be going door-to-door offering counseling services to adults and children.

- Report on City Hall has been received; not feasible to repair City Hall.
- Expect report on Bay Education Center by end of week.

William Whitson, Aransas County Long-Term Recovery Specialist stated arrangements are being made for the group to be set-up all the time. Mr. Whitson added people need to talk about what has happened to them because of the hurricane.

Mayor Wax asked Mr. Whitson to develop a press release with as many details as possible and provide it to Mr. Carruth and *The Rockport Pilot*.

Long Term Recovery Specialist Kim Faust informed the Council a career and housing fair will be held on April 3, 2018, at the Episcopal Church, from 1:00 p.m. to 7:00 p.m.

11. Reports from Council.

At this time, the City Council will report/update on all committee assignments, which may include the following: Aransas Pathways Steering Committee, Building and Standards Commission; Coastal Bend Bays and Estuaries Program; Coastal Bend Council of Government; Parks & Leisure Services Advisory Board; Planning & Zoning Commission; Rockport Heritage Board; Rockport-Fulton Chamber of Commerce; Aransas County Storm Water Management Advisory Committee; Swimming Pool Operations Advisory Committee; Tourism Development Council; Tree & Landscape Committee; YMCA Development Committee; Texas Maritime Museum; Fulton Mansion; Rockport Center for the Arts; Aransas County; Aransas County Independent School District; Aransas County Navigation District; Town of Fulton; and Texas Municipal League. No formal action can be taken on these items at this time.

Mayor stated the Whooping Crane Strut was an outstanding event. Mayor Wax said the work by City staff and the Sid Richardson Foundation at Memorial Park is phenomenal.

Council Member Day stated his B & B guest comment on seeing improvements.

Mayor Pro-Tem Rios thanked Ms. Faust, Ms. Probst, Mr. Whitson for their work on the Economic Development Plan. Mayor Pro-Tem Rios thanked staff for their continued work.

Council Member Gurtner said she is working with Ms. Faust on collaboration and is really enjoying it.

Executive Session

City Council will hold an executive session pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in:

- 12. Section 551.071(1)(A) and Section 551.071(2) Consultation with Attorney: Pending or contemplated litigation: (A) Bay Education Center and (B) SB 1004.**
- 13. Section 551.071(2) Consultation with Attorney on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.**
- 14. Section 551.074 Personnel Matters: City Secretary evaluation.**

At 7:40 p.m., Mayor Wax convened the Rockport City Council into an executive session pursuant to provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in Section 551.071(1)(A) and Section 551.071(2) Consultation with Attorney: Pending or contemplated litigation: (A) Bay Education Center and (B) SB 1004; Section 551.071(2) Consultation with Attorney on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter; and Section 551.074 Personnel Matters: City Secretary evaluation.

Open Session

City Council will reconvene into open session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any actions necessary related to the executive sessions noted herein, or regular agenda items, noted above, and/or related items.

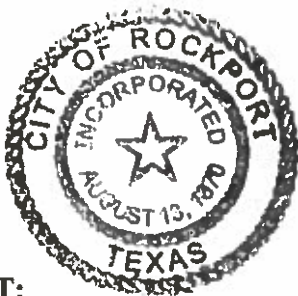
At 8:16 p.m., Mayor Wax reconvened the Rockport City Council into open session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any necessary actions related to the executive sessions noted herein, or regular agenda items, noted above, and/or related items.

No action was taken.

Mayor Pro-Tem Rios congratulated City Manager Kevin Carruth on his appointment to the Board for the Coalition for Texas Affordable Power.

15. Adjournment

At 8:17 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:


Charles J. Wax, Mayor