



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Workshop Agenda - Final City Council

Friday, January 27, 2023

8:30 AM

Activity Center, Rooms 2 & 3 - 501 E. Hopkins

City Council Visioning Session - Day 2

I. Call To Order

II. Roll Call

III. 30 Minute Citizen Comment Period

Persons wishing to participate (speak) during the Citizen Comment portion of the meeting must email citizencomment@sanmarcostx.gov the day prior to the meeting before 12:00PM. A call in number to join by phone or link will be provided for participation on a mobile device, laptop or desktop computer.

PRESENTATIONS

1. Hold discussion and participate in Fiscal Year 2023-2024 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.

IV Question and Answer Session with Press and Public.

This is an opportunity for the Press and Public to ask questions related to items on this agenda. Persons wishing to speak during the Question and Answer portion of the meeting must email citizencomment@sanmarcostx.gov the day prior to the meeting before 12:00PM. A call in number to join by phone or link will be provided for participation on a mobile device, laptop or desktop computer.

V. Adjournment.

POSTED ON MONDAY, JANUARY 23, 2023 @ 8:00AM

ELIZABETH TREVINO CITY CLERK

Notice of Assistance at the Public Meetings

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov



Legislation Text

File #: ID#23-085, **Version:** 1

AGENDA CAPTION:

Hold discussion and participate in Fiscal Year 2023-2024 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.

Meeting date: January 27, 2023

Department: City Clerk's Office for City Council

Amount & Source of Funding

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

Fiscal Note:

Prior Council Action: Click or tap here to enter text.

City Council Strategic Initiative: All will be discussed.

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

- Economic Development - Choose an item.
- Environment & Resource Protection - Choose an item.
- Land Use - Choose an item.
- Neighborhoods & Housing - Choose an item.
- Parks, Public Spaces & Facilities - Choose an item.
- Transportation - Choose an item.
- Not Applicable

Master Plan: *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

Background Information:

The City Council holds an annual Visioning Workshop at the beginning of each year to set their goals and priorities for the upcoming budget season. Once drafted the Council will be adopting their goals in open session at a regular meeting.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Click or tap here to enter text.

COMPREHENSIVE PLAN VISION STATEMENT

“San Marcos is a community of diverse and inclusive neighborhoods that protects and celebrates the river and other rich natural, historical and cultural assets; embraces its small-town feel, charm and quality of life; and leverages strategic development to continue building a sustainable community with enhanced access and opportunities for people and businesses.”

STRATEGIC GOALS

LIVABILITY & SENSE OF PLACE

Cultivate a community that promotes inclusivity and belonging, has a unique sense of place due to our distinct natural, historical, and cultural assets, and commits to a high quality of life for all.

ECONOMIC VITALITY

Foster a vibrant economic climate for our community through successful commercial centers, workforce development, training, and support of existing businesses.

SERVICE & FISCAL EXCELLENCE

Deliver quality government services in a fiscally prudent manner with a professional workforce to meet the needs of our community, enhance the quality of life, and improve community safety.

MOBILITY & CONNECTIVITY

Safely and efficiently move people throughout the City and improve connectivity for people of all abilities.

ENVIRONMENTAL SUSTAINABILITY

Advance responsible stewardship of the community’s natural, cultural, and historical resources through environmentally friendly policies and practices.

LIVABILITY & SENSE OF PLACE

Cultivate a community that promotes inclusivity and belonging, has a unique sense of place due to our distinct natural, historical, and cultural assets, and commits to a high quality of life for all.

COMPREHENSIVE PLANNING

Complete and utilize the City's Comprehensive Plan and other Council-adopted master plans as our guiding principles for decision-making.

STRONG COMMUNITY ENGAGEMENT

Foster a sense of community by engaging residents and community partners.

DOWNTOWN VITALITY

Continue investment in the Downtown area and capitalize on opportunities to preserve its historical character and enhance opportunities for redevelopment.

ARTS, CULTURE, AND SPECIAL EVENTS

Promote arts, culture, and special events as a driver to improve quality of life, increase tourism, and support local economic development.

PARKS, OPEN SPACE, AND RECREATION

Provide an accessible, diverse connected network of parks, open spaces, and recreation facilities to serve the entire community.

NEIGHBORHOOD PRESERVATION AND ENHANCEMENT

Protect and enhance the natural, cultural, and historic resources of all San Marcos communities through neighborhood improvements, stabilization, intentional growth, and compatible development.

HOUSING AFFORDABILITY

Facilitate safe and affordable housing for all populations, including those experiencing or who are at risk of homelessness.

ECONOMIC VITALITY

Foster a vibrant economic climate for our community through successful commercial centers, workforce development, training, and support of existing businesses.

ECONOMIC DEVELOPMENT POLICY

Encourage the development of a diverse economy through technical and financial assistance to businesses that invest in the community to enhance the lives of our residents.

BUSINESS COMMUNITY

Actively support and attract diversified business activity, including local and emerging small businesses, to thrive and expand in our community.

SAN MARCOS AS A DESTINATION

Expand and support tourism programs to promote local commerce and the hospitality industry.

EDUCATION AND WORKFORCE DEVELOPMENT

Work with partners to facilitate opportunities for job training and educational programming for residents.

INTENTIONAL GROWTH

Expand and diversify our tax base to lessen the financial burden on existing taxpayers.

SERVICE & FISCAL EXCELLENCE

Deliver quality government services in a fiscally responsible manner with a professional workforce to meet the needs of our community, enhance the quality of life, and improve community safety.

CORE GOVERNMENT SERVICES

Ensure operations are funded for delivery of high quality, community-focused programs, and services.

COMMUNITY SAFETY

Prioritize and enhance public safety services so that our community is resilient, safe, and secure.

FINANCIAL MANAGEMENT

Improve the City's fiscal capacity to meet our community's existing and future needs through strategic financial management.

WORKFORCE RECRUITMENT AND RETENTION

Invest in the recruitment and retention of a talented and professional workforce.

SUPPORT SERVICES

Provide necessary resources to internal service departments to support reliable, consistent, and effective city operations.

INFRASTRUCTURE MANAGEMENT

Dedicate the financial and staffing resources necessary for capital improvement project planning, construction, operations, and maintenance.

MOBILITY & CONNECTIVITY

Safely and efficiently move people throughout the City and improve connectivity for people of all abilities.

MULTIMODAL TRANSPORTATION SYSTEM

Develop a clear vision for a diverse transportation system and update the Transportation Master Plan to improve multimodal connectivity and capacity.

BICYCLE, SIDEWALK AND TRAIL SYSTEMS

Increase the accessibility and connectivity of existing bicycle, sidewalk and trail systems between parks, river areas, Downtown, University, businesses, and residential neighborhoods.

ROADWAYS AND TRAFFIC OPERATIONS

Increase the safety and efficiency of the existing roadway system, including investment in technology and maintenance.

PUBLIC TRANSIT

Invest in the resources necessary to achieve a seamless, coordinated public transit system through implementation of the Transit Master Plan.

ENVIRONMENTAL SUSTAINABILITY

Advance responsible stewardship of the community's natural, cultural, and historical resources through environmentally friendly policies and practices.

ENVIRONMENTAL STEWARDSHIP

Demonstrate and promote responsible stewardship of the natural and built environment, including our rivers, aquifers, and other sensitive features.

SUSTAINABLE INFRASTRUCTURE

Incorporate sustainability into existing and future City infrastructure planning, construction, operations, and maintenance.

SUSTAINABLE OPERATIONS

Implement innovative programs and projects to advance environmental resiliency for current and future residents.

ENVIRONMENTALLY FRIENDLY GROWTH

Promote environmental protections and sustainable building practices through codes and processes.