



# CITY COUNCIL WORKSHOP - GOAL VISION

## CITY OF BAY CITY

Tuesday, May 25, 2021 at 4:00 PM  
COUNCIL CHAMBERS | 1901 5th Street

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### COUNCIL MEMBERS

**Mayor:** Robert K Nelson

**Mayor Pro Tem:** Jason W. Childers

**Council Members:** Brent P. Marceaux, Becca Sitz, Floyce Brown, Jim Folse

*Bay City is committed to developing and enhancing the long-term prosperity, sustainability, and health of the community.*

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### AGENDA

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**THE FOLLOWING ITEM WILL BE ADDRESSED AT THIS OR ANY OTHER MEETING OF THE CITY COUNCIL UPON THE REQUEST OF THE MAYOR, ANY MEMBER(S) OF COUNCIL AND/OR THE CITY ATTORNEY:**

*ANNOUNCEMENT BY THE MAYOR THAT COUNCIL WILL RETIRE INTO CLOSED SESSION FOR CONSULTATION WITH CITY ATTORNEY ON MATTERS IN WHICH THE DUTY OF THE ATTORNEY TO THE CITY COUNCIL UNDER THE TEXAS DISCIPLINARY RULES OF PROFESSIONAL CONDUCT OF THE STATE BAR OF TEXAS CLEARLY CONFLICTS WITH THE OPEN MEETINGS ACT (TITLE 5, CHAPTER 551, SECTION 551.071(2) OF THE TEXAS GOVERNMENT CODE).*

**CALL TO ORDER**

**CERTIFICATION OF QUORUM**

**PUBLIC COMMENTS**

**REGULAR ITEMS FOR DISCUSSION, CONSIDERATION AND / OR APPROVAL**

- 1. Discussion - review and discuss City Strategic Plan and goals**

**ADJOURNMENT**

### CERTIFICATION OF POSTING

This is to certify that the above notice of a Regular Called Council Meeting was posted on the front window of the City Hall of the City of Bay City, Texas on **Friday, MONTH DAY, 2020 before 7:00 p.m.** Any questions concerning the above items, please contact Mayor Robert K. Nelson at (979) 245-2137.



# **CITY OF BAY CITY**

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## **CITY COUNCIL GOALS FY 2021**

### **VISION**

*Bay City, Texas: Clean, Safe and Prosperous*

*Bay City is committed to developing and enhancing the long-term prosperity, sustainability, and health of the community.*

### **MISSION**

*The City of Bay City is a community that fosters future economic growth, strives to deliver superior municipal services, invests in quality of life initiatives and is the gateway to the great outdoors. We encourage access to our unique historical and eco-cultural resources while maintaining our small-town Texas charm.*

**City of Bay City**  
1901 5<sup>th</sup> Street  
Bay City, TX 77440

## Comprehensive Master Plan- Vision 2040

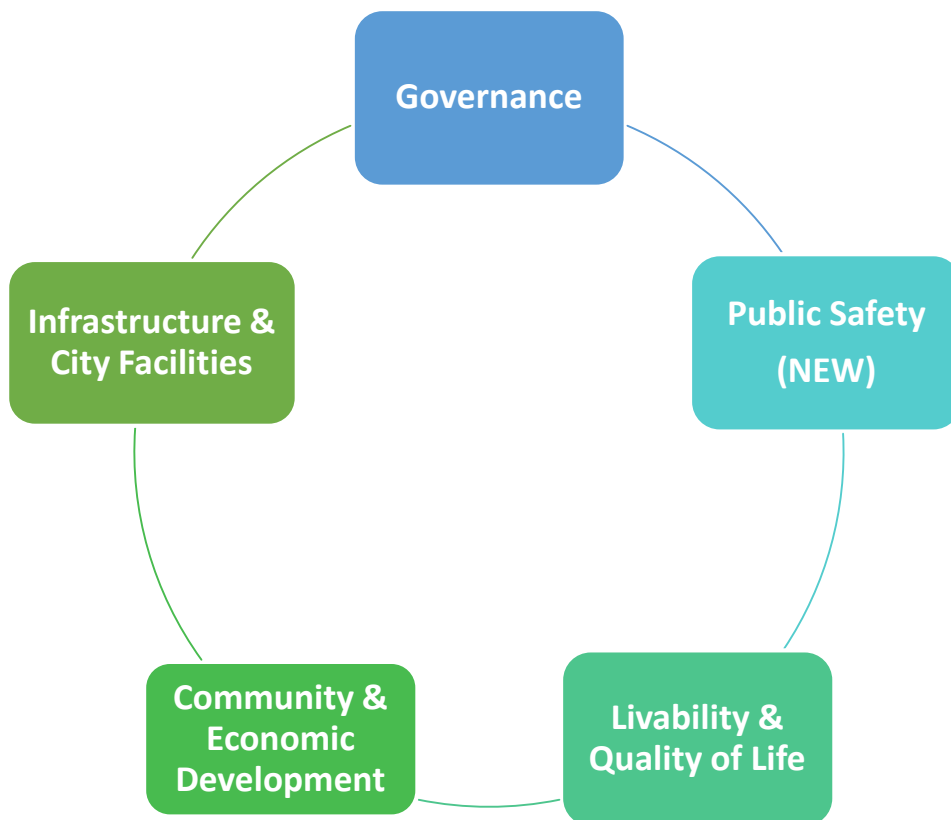
### Vision 2040- Comprehensive Master Plan Summary

Bay City adopted the Comprehensive plan in 2014 consisting of five areas of emphasis as shown in the graph below. This plan reflects the priorities of the City and serves as a guide of city-wide action. The City is committed to fostering future economic growth by building economic partnerships, continually improving our infrastructure, expanding our tax base and creating a culture, which retains as well as attracts new business and investments.

The City will work to deliver quality services in a healthy and safe environment by consolidating our assets and resources and empowering our employees while encouraging volunteer citizen involvement.

We will enhance our tourism opportunities by promoting our City.

We will commit our resources, talents and energy to achieve economic well-being and improve the quality of life for our citizens. **Below are the Vision 2040 Plan Elements.**



## City Council Area of Emphasis with Associated Goal Statement

### Fiscal Year 2021 Strategic Focus

#### Governance

- Improving the Image of Bay City
- Organizational & Operational Effectiveness
  - City Manager Form of Government
- Enhance Communication & Customer Service
  - Promote City's Efforts - *Celebrate Successes*

*Bay City residents are well informed and involved with the affairs of local city government.*

#### Public Safety

- Safe Community
- Lower Crime Statistics for Bay City
- Organizational & Operational Effectiveness
- Enhance Communication & Customer Service
  - Town Hall Meetings

*Bay City residents are safe and secure living, working and raising their families in Bay City.*

#### Infrastructure & City Facilities

- Transportation- *Improve Traffic Flow*
  - Nile Valley Phase I & Bridge Rehabilitation
  - Streets Striping
- Airport
  - Upgrades for Economic Development
  - Lighting Upgrades
- Repair Water and Wastewater System
  - Texas Water Development Board Project
- Improve Drainage System
  - Drainage Study & Implement Findings
- Public Safety Building
  - Needs Assessment and Location Opportunities

*Bay City residents enjoy new community infrastructure and enhancements to the transportation network and systems.*

## **Community & Economic Development**

- Housing
- Downtown Revitalization/Historic Preservation
  - North Downtown Plan
  - Business Recruitment in unoccupied spaces
- Tourism - *Becoming a Destination Location*
  - Promote Bay City and surrounding communities
  - Promote Bay City through Digital Sign
- Land Use
  - Planning Commission
- Improve Educational Opportunities for citizens and students, including skills training and higher education.

*Bay City is known for encouraging economic development opportunities, creating a business development program that is responsive to existing business needs, and actively promoting tourism.*

## **Livability & Quality of Life**

- Parks & Recreation - walking trails, pools, & other amenities
  - Engineer and Rebuild 16<sup>th</sup> Street Pool
  - Promote Park locations (i.e. brochure)
- Theater & Arts
- Code Enforcement – Fire Marshal
- City-wide Clean-up Campaign

*Bay City residents enjoy a safe and clean community with great amenities and affordable living.*



# **CITY OF BAY CITY**

## ***GOAL VISIONING & STRATEGIC PLANNING***

# Agenda – May 11, 2021

- Discuss Vision/Mission
- Background of Plans
- Area of Emphasis (City Focus)
- Review City Council's Goals/Priorities
  - Discuss progress of Goals
  - Have priorities changed?

# Agenda – May 25, 2021

- Recap previous Goal Setting Session (May 11, 2021)
- Accomplishments FY 2020
- Action Plans by Department Leaders FY 2021
- Review Vision 2040 (any objectives to add/delete)



# Vision & Mission

## **VISION**

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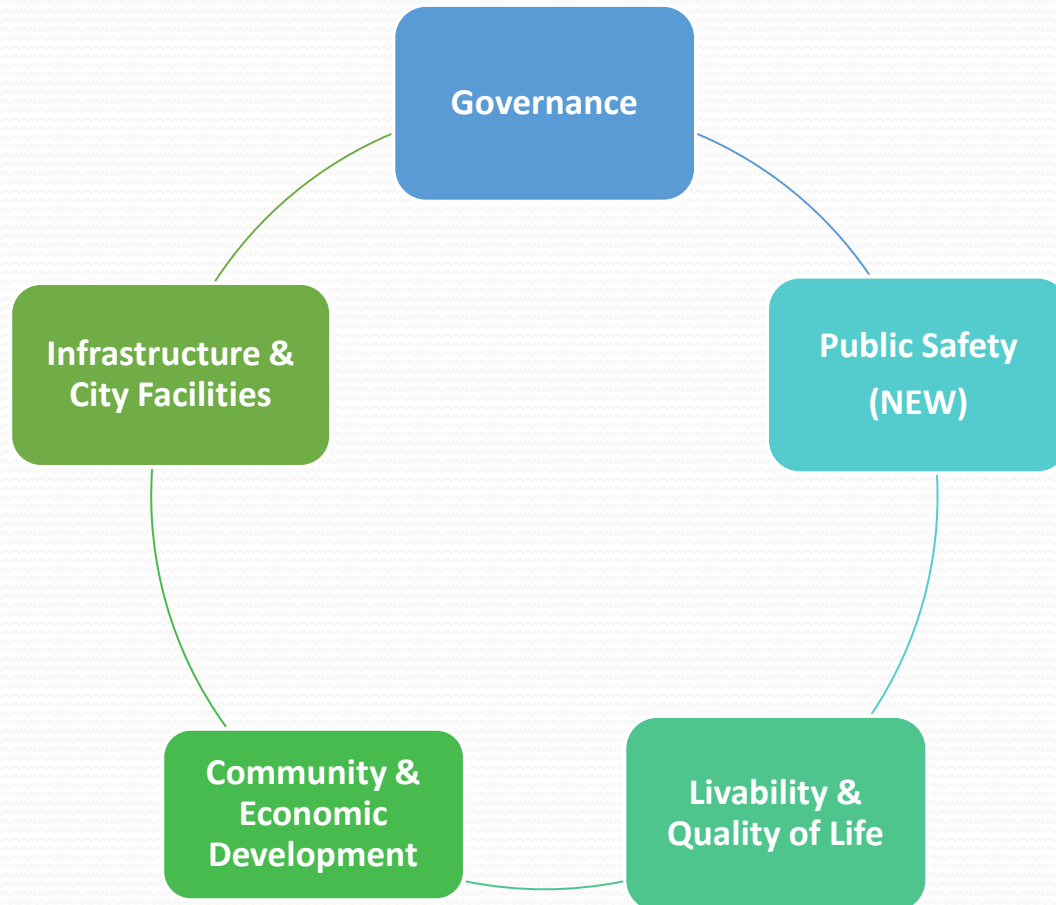
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# Background

- Vision 2040 Comprehensive Plan adopted in 2014
- Staff and Council (2020 Goal Planning Session)
  - Updated Plan to include Airport, Library, Planning Committee, Public Safety, etc.
  - Discussed Priorities and Set Goals
- Linked Strategic Plan to Vision 2040 (Long-Term)
  - Each department aligned business plans to Strategic Plan/Vision 2040
- Adopted City Council Goals FY 2021

# Area of Emphasis



# City Council's Goals

- **Governance (Updated in 2020)**
  - Improving the Image of Bay City
  - Organizational & Operational Effectiveness
    - City Manager Form of Government
  - Enhance Communication & Customer Service
    - Promote City's Efforts- Celebrate Successes

*Bay City residents are well informed and involved with the affairs of local city government.*

- **Public Safety**
  - Safe Community
  - Lower Crime Statistics for Bay City
  - Enhanced Communication & Customer Service
    - Town Hall Meetings

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# City Council's Goals

- **Infrastructure & City Facilities**
  - Transportation
    - Nile Valley Phase I & Bridge Rehabilitation
    - Street Striping
  - **Airport**
    - Upgrades for Economic Development
    - Lighting Upgrades
  - Repair Water and Wastewater System
    - Texas Water Development Board Projects
  - Improve Drainage System
    - Drainage Study & Implement Findings

*Bay City residents enjoy new community infrastructure and enhancements to the transportation network and systems.*

# City Council's Goals

- **Cont. Infrastructure & City Facilities**
  - Public Safety Building
    - Needs Assessment and Location Opportunities

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# City Council's Goal Statements

- **Community & Economic Development**
  - Housing
  - Downtown Revitalization/Historic Preservation
    - North Downtown Plan
    - Business Recruitment in unoccupied spaces
  - Tourism– *Becoming a destination location*
    - Promote Bay City and surrounding communities
    - Promote Bay City through Digital Sign
  - Land Use
    - Planning Commission
  - Improve Educational Opportunities for citizens and students, including skills training and higher education

*Bay City is known for encouraging economic development opportunities, creating a business development program that is responsive to existing business needs, and actively promoting tourism.*

# City Council's Goal Statements

- **Livability & Quality of Life**

- Parks and Recreation – *walking trails, pools, & other amenities*
  - Engineering and Rebuild 16<sup>th</sup> Street Pool
  - Promote Parks locations (i.e. brochure)
- Theater and Arts
- Code Enforcement- Fire Marshal
- City-wide Clean-up Campaign
- **Library??**

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# DAY 2

# Agenda – May 25, 2021

- Recap previous Goal Setting Session (May 11, 2021)
- Accomplishments FY 2020
- Action Plans by Department Leaders FY 2021
- Review Vision 2040 (any objectives to add/delete)

# Action Plan update by Team Leaders

(Highlights from Business Plan FY 2022 & Accomplishments FY 2021)

- Governance- Rhonda & Dan
- Infrastructure- Barry & James
- Community & ED- Jessica & Heidi
- Quality of Life- Shawn & Robert

# Vision 2040 Validation of Goals

- Downtown Revitalization & Historic Preservation
  - Conduct Regular Events (Complete)
  - Develop Public Restrooms (TX Theatre- ST or LT)
  - Identify Parking Opportunities (new parking lot & restriping ave H- Ongoing)
  - Implement North Downtown Plan (LT)
  - Encourage Business Owner's to Stay Open longer-(Ongoing)
  - Update Way Finding Signs (FY 2020 & LT)
  - Provide sidewalks through downtown (Ongoing)
  - Utilize Historic Assets (FY 2021- update driving tours)
  - Improve Appearance Downtown (Ongoing)

# Vision 2040 Validation of Goals

- Tourism
  - Enhance Outdoor Recreation (Promoting Birding (Bird Blinds), Eco-Tourism- FY 2021 & Ongoing)
  - Improve Visitor's Experience (Ongoing)
  - Make Downtown a Destination (Downtown events, promotes downtown through marketing, LT)
  - Update Wayfinding & Signage plan (FY2020 & FY2021)
  - Utilize Historic Assets (Develop Historic Driving Tour FY 2020 & LT)

# Vision 2040 Validation of Goals

- Infrastructure & City Facilities
  - Develop a Drainage Study for City (Complete, ED Strategic Plan- LT)
  - Redevelop City Facilities (LT)
  - Improvements to Wastewater System (TWDB)
  - Prioritize Improvements to Water System (Complete)
- Transportation
  - Create Alternative Route Through Town
  - Develop Loop Around City (ED Strategic Planning Session Focus)
  - Funding of Roads (Capital Plan- LT)

# Vision 2040 Validation of Goals

- Parks and Recreation
  - Develop a Community & Recreation Center (Parks Master Plan- LT)
  - Develop a sidewalk & connectivity (TA/SRTS & LT)
  - Upgrade/Develop a Sports Complex (Master Plan-LT)
  - Identify Park Funding Sources (LT)
  - Initiate New Recreational Programs (Parks Master Plan, Summer Programs (ST & LT))

# Vision 2040 Validation of Goals

- Parks and Recreation
  - Park Volunteer Board (Complete)
  - Prioritize needed park improvements (Parks Master Plan- Capital Planning- LT)



# Vision 2040 Validation of Goals

- Quality of Life
  - Provide consistent, fair code enforcement (Code process)
  - Assist in Bay City & BCISD Promotion Campaign (Ongoing)
  - Regular clean up events- (Ongoing)

# Vision 2040 Validation of Goals

- Economic Development
  - Promote “Shop Local” Type Program (Ongoing)
  - Business Retention & Expansion (FY 2021- BCCDC)
  - Economic Development & Team Work (FY 2021- BCCDC Strategic Plan)
  - Entrepreneurial Development (FY 2021-BCCDC Strategic Plan)
  - Market Texas Film Commission (MCEDC- Ongoing)

# Vision 2040 Validation of Goals

- Economic Development- **HOUSING**
  - Land Available for Semi or Master Plan Community (LT-BCCDC Strategic Plan)
  - Marketing Plan for Developers (FY 2021- BCCDC Strategic Plan)
  - Support new Housing Development (FY 2021-BCCDC Strategic Plan)

# Vision 2040 Validation of Goals

- Economic Development- **Land Use**
  - Consider Developing a Zoning Ordinance (LT)
    - Planning Commission
  - Protect Neighborhood Integrity (Subdivision Ord- LT)
  - Encourage Development of Vacant Land (LT)
  - Review & Update Development Process (FY 2020 BCCDC Strategic Plan)