



CITY COUNCIL WORKSHOP - GOAL VISIONING CITY OF BAY CITY

Tuesday, May 11, 2021 at 4:00 PM
COUNCIL CHAMBERS | 1901 5th Street

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.

AGENDA

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, May 7, 2021 before 4:00 p.m.** Any questions concerning the above items, please contact Mayor Robert K. Nelson at (979) 245-2137.



CITY OF BAY CITY

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 5th Street
Bay City, TX 77440

Comprehensive Master Plan- Vision 2040

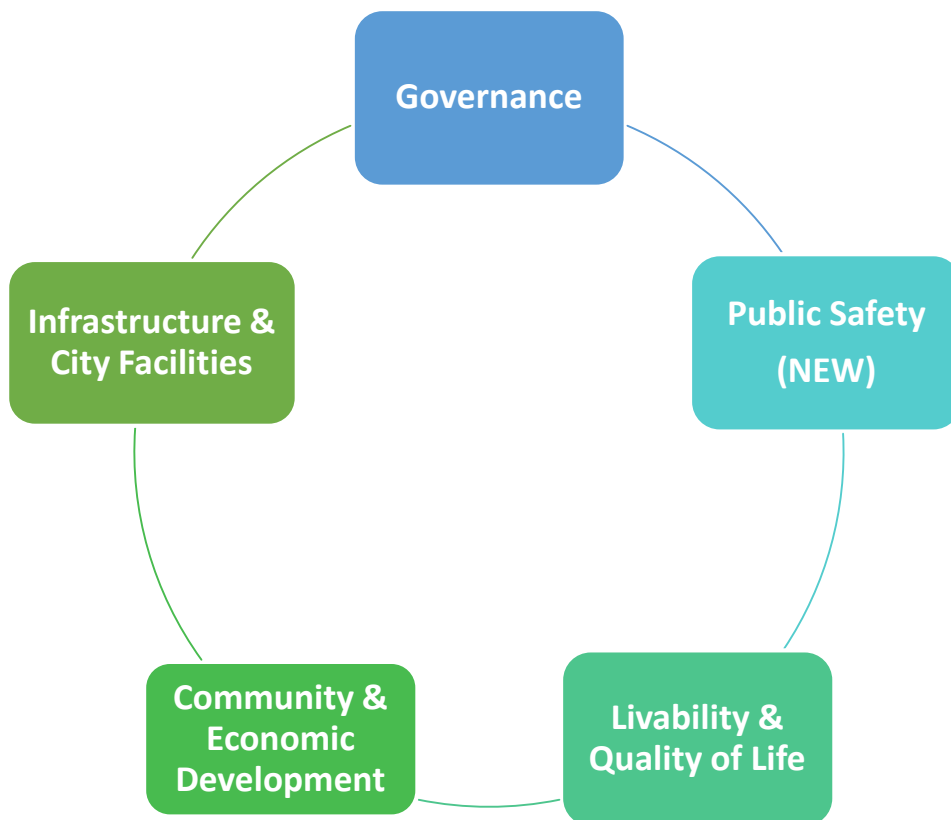
Vision 2040- Comprehensive Master Plan Summary

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 16th 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.