



CITY COUNCIL WORKSHOP - STRATEGIC PLAN

CITY OF BAY CITY

Tuesday, June 11, 2024 at 5:00 PM
COUNCIL CHAMBERS | 1901 5th Street

COUNCIL MEMBERS

Mayor: Robert K Nelson

Mayor Pro Tem: Blayne Finlay

Council Members: Benjamin Flores, Bradley Westmoreland, Becca Sitz, Jim Folse

Vision Statement

Through a united and collaborative effort, we seek to grow the City of Bay City with a diverse culture that is proud to call Bay City home. We envision a thriving family-centered community where citizens are involved in the future development of our city. We desire our citizens to work, play, worship and shop in the community in which we live. Visitors are welcomed and encouraged to enjoy the friendly environment and amenities the citizens and business owners have created together.

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. Presentation - Fiscal Year 2024 accomplishments of the City's Strategic Plan.**

ADJOURNMENT

CERTIFICATION OF POSTING

This is to certify that the above notice of a City Council Workshop Meeting was posted on the front window of the City Hall of the City of Bay City, Texas on **Friday, June 7, 2024 before 5:00 PM**. Any questions concerning the above items, please contact the Mayor and City Manager's office at (979) 245-2137.



CITY OF BAY CITY

CITY COUNCIL GOALS FY 2024

VISION

Through a united and collaborative effort, we seek to grow the City of Bay City with a diverse culture that is proud to call Bay City home. We envision a thriving family-centered community where citizens are involved in the future development of our city. We desire our citizens to work, play, worship and shop in the community in which we live. Visitors are welcomed and encouraged to enjoy the friendly environment and amenities the citizens and business owners have created together.

MISSION

The City of Bay City is committed to fostering future economic growth by collaborating with our citizens, employers, current and future businesses, as well as the Community and Economic Development Centers. We strive to deliver superior municipal services and to invest in quality-of-life initiatives such as housing, businesses, jobs and activities for all citizens. We make a concerted effort to respond to resident's concerns in a timely and professional manner in order to achieve customer satisfaction.

City of Bay City
1901 5th Street
Bay City, TX 77414

Comprehensive Master Plan- Vision 2040

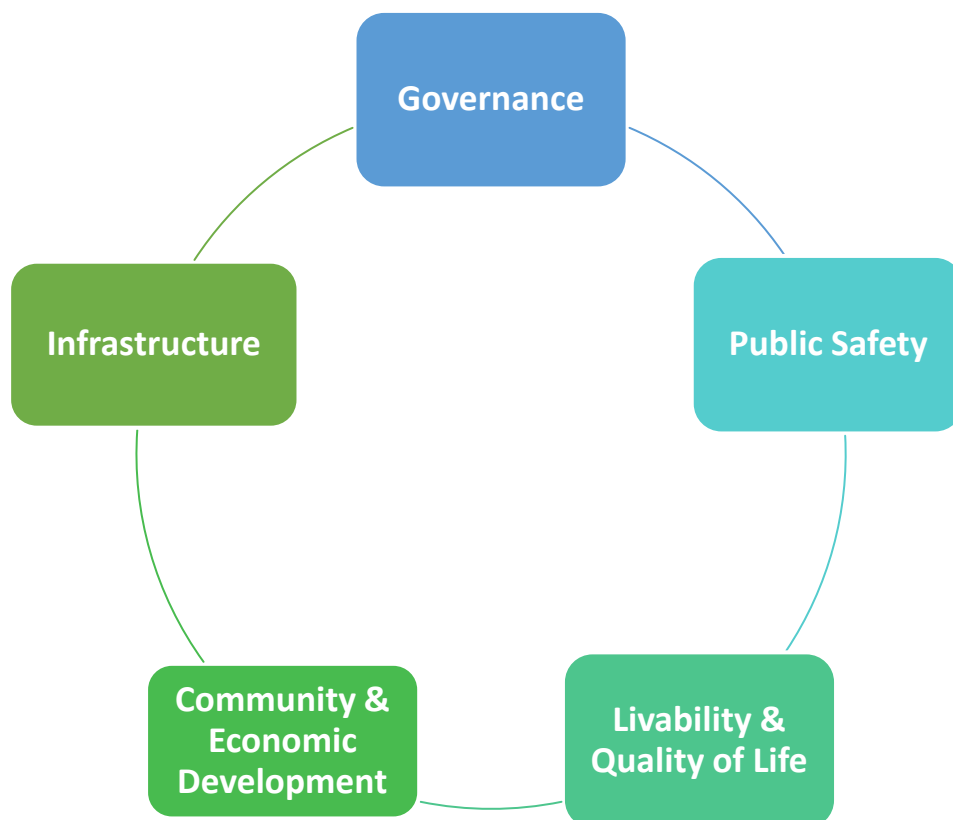
Vision 2040- Comprehensive Master Plan Summary

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.**



Fiscal Year 2024 Strategic Focus

Governance

- Explore all funding sources available to the City
- Improving the Image of Bay City
 - Provide superior municipal services
- Organizational & Operational Effectiveness
 - Re-organization of City to streamline processes
 - Staff Development- *Coachhub*
- Enhance Communication & Customer Service
 - Promote City's Efforts – *Celebrate Successes*
 - Create a Public Information Officer position
 - Implement Citizen Work Order App
 - Community Meetings – *Various Locations*

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

Public Safety

- Public Safety Building
 - Approve Location and Preliminary Design
 - Explore Combined Dispatch options with County
- Safe Community
 - Lower Crime Statistics for Bay City
- Code Enforcement- Cleaner Community
- Enhanced Communication & Customer Service
 - Community Meetings- *Various Locations*

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

Livability & Quality of Life

- Parks & Recreation - walking trails, pools, & other amenities
 - Determine Community Aquatic Needs
 - Water Park / Regional Attraction
 - LeTulle Park- improve road surfaces
 - Combined Sports Venue
 - Promote Children's Programs in the Community
- Theater & Arts
 - Develop a Plan of Action
- City-wide Clean-up Campaign

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

Community & Economic Development

- Commercial and Residential
 - Streamline Department & Permitting Process
 - Create TIRZ 5 to improve blighted areas and encourage redevelopment
- Downtown Revitalization/Historic Preservation
 - Business Recruitment in unoccupied spaces
- Tourism - *Becoming a Destination Location*
 - Improve Wayfinding Signage
 - Promote Bay City and Surrounding Communities

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.

Infrastructure

- Transportation
 - Nile Valley Bridge Assessment
 - Nile Valley Phase II
 - Explore Funding Options
 - Streets Repair- Improve Surfaces
 - Downtown Parking
- Repair Water and Wastewater System
 - Address Arsenic in Ave I Water Well
 - Texas Water Development Board Projects
 - Water Wells
 - Sewer Plant Rehabilitation
- Improve Drainage System
 - Strategic Land Acquisition
 - Implement recommendations in Drainage Study
 - Cottonwood Creek Bank Stabilization
 - Utilize 3-million-dollar Mitigation Grant
- Airport
 - New Public Water Well
 - Wildlife Mitigation Fence
 - Apron Strengthening
 - New Terminal
 - Engineering for Runway Overlay
 - Upgrade Automated Weather Observing System

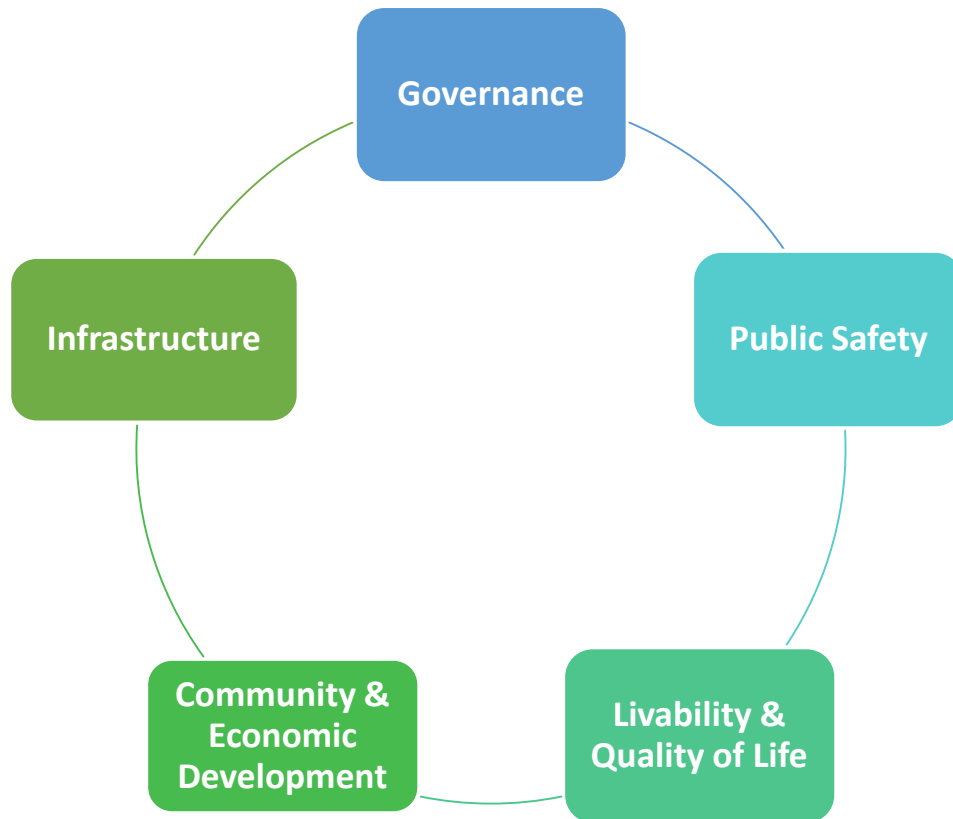
Bay City residents enjoy new community infrastructure and enhancements to the transportation network and systems.



CITY OF BAY CITY

Accomplishments FY 2024

Areas of Emphasis:



City of Bay City
1901 5th Street
Bay City, TX 77414

2024 Departmental Accomplishments – City Council Goals and Vision 2040 Comprehensive Plan

The section below shows the linkage of our short-term departmental accomplishments to long-term council goals.

Governance

Fiscal Year 2024 Departmental Accomplishments

Administration

- Continued staff development through CoachHub for Directors and Supervisors
- Assisted with locating and purchase of new Public Safety headquarters
- Worked with Directors to Develop a list of City owned properties for designation as surplus
- Collaborated with BCCDC on redevelopment of Texas Theater
- Initiated the creation of internal and external newsletters to enhance communication
- Provided customer service training for all staff
- Coordinated Strategic Planning meetings for the City
- Explored as part of the Pool Task Force short- and long-term pool management options
- Assisted with the proposed TIRZ 5 boundaries to focus on redevelopment of the City
- Partnered with BNSF to have the railroad crossing replaced and also repaired railroad crossings and 6th street and 8th street

City Secretary Department

- Continued organization and update of the City Code of Ordinances both hardcopy and online
- Continued to pursue opportunities which will enhance the Department's ability to provide accurate and timely information to City Council, Mayor, City Departments, and citizens
- Maintained records and appointment processes of board membership and terms of all City board participation
- Upgraded Laserfiche Electronic Document Management and provided more licenses

Human Resources Department

- Continued performance-based merit increases
- Updated and implemented salary ranges with market findings
- Created City-wide Intranet
- Amended personnel policies
- Coordinated with administration efforts to promote Bay City by engaging employees in a hashtag contest
- Recognized formally all City promotions, quarterly, at Council meetings
- Coordinated with Admin on employee staff appreciation

Municipal Court Department

- Held successful Warrant Resolution Campaign, clearing 75 Class C Warrants
- Optimized our electronic records storage and retention policy
- Enhanced warrant service and processing with addition of Warrant Officer/Bailiff
- Utilized City of Bay City Municipal Court Facebook page to inform the citizens of upcoming events, important court dates, Municipal Court news, city-wide event information and more
- Attended education conferences to stay well-informed of latest court trends, regulations and procedures

Finance Department

- Applied for additional transparency star: Economic Development
- Earned Government Finance Officers of America (GFOA) Distinguished Budget, Popular Annual Financial Report and Annual Comprehensive Financial Report Awards
- Implemented new timekeeping system, Executime, to improve payroll process
- Explored windstorm insurance options and created risk management fund
- Transitioned to State's credit card vendor contract from current vendor

Public Works Departments (Streets and Utility Departments)

- Continued to utilize City Works to track street and drainage repairs, mowing, and traffic control devices
- Empowered employees through training to improve effectiveness, techniques, and embracing customer service
- Applied division policies, city ordinances, and model codes for all developers, contractors, and citizens

Utility Billing

- Completed scanning of all utility applications into Tyler Content Manager
- Implemented Text to Pay option for customers
- Created fillable online applications and other related forms
- Added E-Check option online for payment processing to improve efficiencies
- Added sign-up option for hyper reach to all applications
- Revamped various policies and procedures for uniformity
- Continued to market “Eye on Water App” to customers to help with proactive monitoring of water usage

Airport

- Hosted 6th annual fly in story time event
- Promoted Airport through websites and magazine publications
- Started Airport Layout Plan with narrative

Information Technology

- Revamped Library’s network to improve security and accessibility
- Updated radio inventory for asset tracking and for proper cost allocation
- Upgraded Access Control system at MSB for improved security for citizens and employees
- Implemented recommended improvements of Network deficiencies per Cybersecurity GAP Analysis
- Lead City’s website re-design project and facilitated updates
- Implemented App (See, Click, Fix) for citizens to report problems within the City
- Created a Hub and Spoke Fiber connection from outlying areas to City Hall for network communication
- Assisted with the implementation of Lexis/Nexis at Police Department
- Assisted Axon in the swap out of Mobile Cradlepoints and cameras for mobile Police units

Public Safety

Fiscal Year 2024 Departmental Accomplishments

Public Safety Departments (Police, Fire, Animal Control & Code Enforcement)

Police Department

- Awarded federal grant to equip officers with MDT's (Mobile Data Terminals)
- Awarded Best Practice Re-Accreditation by Texas Police Chiefs Association
- Added Peer Support Office position for employees
- Developed and implemented a Security Plan for City Council meetings
- Started "Ride to School with a Police Officer" program
- Added Flock License Plate Recognition Cameras to 12 locations within the City (install pending)
- Updated department's mission statement and Core Values

Fire Department

- Continued to respond quickly to extinguish fires as to minimize the loss of life, damage to property, and economic impact upon the community

Fire Marshal/Code Enforcement

- Completed encryption of police radios to ensure protection of protected health information and ensure officers safety
- Completed fire department pager project to ensure streamline of fire dispatching
- Focalized on recovery of delinquent liens while moderating recurrent liens filed
- Furthered the remediation and abatement of substandard structures within the City
- Continued to advance number of annual, preventative, and compliance inspections performed

Livability & Quality of Life

Fiscal Year 2024 Departmental Accomplishments

Parks Department

- Installed soccer field lighting at Hardeman Park
- Replaced windows on United Services Organization (USO) building
- Replaced pavilion at Amistad Park
- Collaborated with Bay City Gas Co. to build BMX Bike Part at City Field
- Completed renovation of Hilliard Pool- replaster, deck and baby pool feature
- Added water polo and volleyball to pool program offerings
- Worked with Tourism Department for new billboards and signage at Riverside Park
- Accepted HGAC award for Go Wild! Program
- Conducted leak detection and repairs at Hilliard Pool
- Added additional events at Riverside such as fishing tournaments and kayak rally
- Opened "Big Oak Disc Golf Course"

Library

- Created Library Strategic Plan for FY 2025-2029
- Developed services and programs for preserving local history by adding a document scanner, VHS to digital converter and related software
- Added Adult Education opportunities through Career Online High School
- Established Library Ordinance
- Held four large successful events: Trunk or Treat, Santa's Fly In Storytime, Harry Potter Book Day, and Summer Reading Program
- Added Online Author Talks through funding from Bay City Library Association
- Increased Sargent programming with funding from Friends of Sargent Library
- Earned Texas Municipal Library Directors Association (TMLDA) award for 6th year in a row

Community & Economic Development

Fiscal Year 2024 Departmental Accomplishments

Administration

- Created TIRZ 5 to further economic development and redevelopment on the far west side of Highway 35, east side of Highway 35 and south Highway 60

Main Street- To Be Updated

Tourism

- Assisted with creation of Bay City TX Mobile App (See, Click, Fix)
- Sponsored/Commissioned Public Art Projects: Sato Longhorn Mural (Downtown), Scissor Wings (Main St. Salon) and #BayCityBob (Bob Ross Hide & Seek)
- Created and maintained Community calendar of events
- Created and maintained map of public art displays in Matagorda County
- Partnered with Matagorda County Eco-Tourism; developed as a Sub-Committee

Bay City Community Development Corporation- To Be Updated

- Partnered with City on Railroad Quiet Zone project
- Partnered with City on purchase of Public Safety headquarters
- Contributed to Police departments addition of Flock License Plate Recognition Cameras to be placed throughout the City
- Worked with City Manager to develop TIRZ 5 footprint
- Collaborated with City on development of multi-family apartment complex to be located behind Hospital

Infrastructure

Fiscal Year 2024 Departmental Accomplishments

Public Works Departments (Streets and Utility Departments)

- Obtained new equipment for asphalt repairs
- Continue street reconstruction and concrete paver projects
- Continue water and sewer line improvement projects
- Striped downtown parking spaces along 6th Street
- Worked along side developers for Valor Park & Russell Ranch subdivisions to establish roadways, signage and inspections
- Continued repairs to asphalt and concrete roads throughout the City
- Purchased and installed Harmony baler through HGAC funding

- Purchased and deployed 4 new hoppers through HGAC funding
- Began design on adsorption system on 6th Street & Avenue I (TWDB)
- Completed repairs on WWTP Clarifier #2
- Replaced receptable and pumps at Bucks Bayou Lift Station and Bay Brook Lift Station

Airport

- Completed construction of Taxiway and Drainage relocation
- Completed Runway 13/31 engineering and design phases
- Replaced AWOS (automated weather observation system) utilizing existing foundation and tower
- Replaced skid pump and hose reels at Jet-A fuel station
- Completed FAA grant for Runway 13/31 reconstruction, replacement, or overlay
- Re-striped and marked taxi lane and t-hangars
- Installed wildlife fencing along west runway property line