



**CITY COUNCIL SPECIAL SESSION
Thursday, June 22, 2023, 8:00 AM**

MPR EVENT CENTER – 60 MORGAN’S POINT BLVD

To View the meeting go to: www.MorgansPointResortTX.com/YouTube

1. Call to Order

2. Announcement and Citizen Comments

This is an opportunity for members of the public to suggest the addition of topics for the discussion, or to address topics of interest, with the presentation limited to three (3) minutes. All speakers will conduct themselves in an orderly and lawful manner. All speakers will be recognized prior to speaking and will announce their name and address to be included in the minutes. State law prohibits the Mayor and Members of the City Council from commenting on any statement or engaging in dialogue without an appropriate agenda item being posted in accordance with the Texas Open Meetings Law.

3. Agenda

- a.** Discuss and Consider - Setting date and time for Public Hearing of the FY 2023/2024 Budget
- b.** Discuss and consider - Resolution 2023.15 Change order for project Ground Storage Tank
- c.** Discuss and consider - Strategic Work Plan

4. Adjourn

I certify that a copy of the June 22nd agenda of items to be considered by the Morgan’s Point Resort was posted and could be seen on the City Hall bulletin board on the 16th of June, 2023 at 5:00PM and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting. I further certify that the following news media were properly notified of the above stated meeting: Belton Journal. The meeting facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary’s office at 254-742-3206 for further information.

Ophelia Rodriguez, City Secretary



CITY OF MORGAN'S POINT RESORT

OFFICE OF THE CITY MANAGER

8 Morgan's Point Blvd | Morgan's Point Resort, TX 76513

citymanager@mprtx.us | (254) 742-3205

Timeline for Development and Adoption of Budget 2023-2024

- May 30-June 10 – Internal Budget Meetings with Department Heads
- May 15 – 19 – Individual meetings with newly elected Council Members & Executive Team
- June 13-18 - Internal Budget Meetings with Budget Committee
- **June 13 – Regular Council Meeting**
- June 19-23 – Prepare Budget Presentation
- **June 22 – Special Meeting - Strategic Planning Workshop – Location – Community Center – Time 8:00 AM**
 - **Council must set date, time, and place for the Public Hearings on Tax, Budget and Budget Workshop and Budget/Tax Adoption**
 - **July 18, 2023 – Community Center – 6pm – Workshop (TBD)**
 - **August 1, 2023 – Community Center – 6pm Budget Workshop/Hearing/Proposed Tax Rate Approval**
 - **August 2, 2023 – Community Center – 6pm Budget Workshop (Alternate)**
 - **August 8, 2023 – Community Center – 6pm Tax Rate Hearing**
 - **August 8, 2023 – Community Center – 6pm Budget Adoption/Tax Adoption**
- July 4-8 – Final Budget Committee Meetings
- July 9 – Proposed 2023/2024 Budget filed with City Secretary and posted to the City website, including cover page for the revenue increase (if applicable).
- **July 11 – Regular Council Meeting**
- July 19-23 – Prepare 2023/2024 Budget Presentation
- **July 22 – Give the following publication to the City Secretary for publication in the local newspaper on July 28th and posting to the City website, “Notice of Public Hearing” on Budget.**
- July 22 – Deadline to File Proposed Budget
- *July 25 – Deadline for Bell CAD Chief of Appraisal to Approve/Certify 2023 rolls (or estimated values) to taxing entities.*
- July 22-30 – Update 2023/2024 Budget Presentation with Certified Property Values.
- **July 26 - Give the following publication to the City Secretary for publication in the local newspaper on July 31th and posting to the City website, “Notice of Public Hearing” on Tax Rate.**
- July 31 – Finalized 2023/2024 Budget and Presentation ready.
- **August 1 – Special Meeting**
 - **Council must set date, time, and place for the vote on the Tax Rate (August 8, Community Center) – if not done so already**
 - Budget Workshop
 - Review and discussion of Budget proposed for 2023/2024
 - Budget Hearing (*agenda item to take an action IAW statute*)
- **August 2 – Special Meeting – Alternate budget workshop**
- **August 8 – Regular Council Meeting**
 - Tax Rate Hearing
 - Budget Adoption
 - Tax Rate Adoption
- **September 12 – Regular Council Meeting**
 - Present City Council with Adopted 2023/2024 Budget book.



Office Of The Utility Director

8 Morgan's Point Blvd.
Morgan's Point Resort, TX 76513

Phone: 254.534.2405
www.morganspointresorttx.com

To: Mayor Dennis Green, City Council, City Manager
From: Jesse Measles, Director of Utilities
Date: June 22, 2023
Subject: Change Order #2, Project Piping Adjustments

At our ground storage tank and pump station project, we found pipe sizes and fitting types in the ground that do not match the As Built Prints of the original installation in 2008. Adjustments had to be made on two piping connections that will include an additional cost for parts and labor to the project.

The total cost of this change order including materials, labor, and expenses is \$19,909.91.

Staff recommends approving the change order and moving forward with the project.

MATERIAL					\$	7,958.16
MISCELLANEOUS MATERIAL/ CONSUMABLES (20% OF MATERIAL)					\$	1,591.63
CARTAGE					\$	-
SALES TAX					\$	-
TOTAL MATERIAL					\$	9,549.79
LABOR COST HOURLY	\$ 28.00	HOURS	16	LABOR SUBTOTAL	\$	448.00
LABOR COST OVERTIME HOURLY	\$ 42.00	HOURS	4	OVERTIME SUBTOTAL	\$	168.00
LABOR COST HOURLY	\$ 27.00	HOURS	16	LABOR SUBTOTAL	\$	432.00
LABOR COST OVERTIME HOURLY	\$ 40.50	HOURS	4	OVERTIME SUBTOTAL	\$	162.00
LABOR COST HOURLY	\$ 17.00	HOURS	16	LABOR SUBTOTAL	\$	272.00
LABOR COST OVERTIME HOURLY	\$ 25.50	HOURS	4	OVERTIME SUBTOTAL	\$	102.00
SUPERVISION (35% OF LABOR)					\$	518.70
PROJECT MANAGEMENT (10% OF LABOR)					\$	148.20
PROJECT CLERK (5% OF LABOR)					\$	74.10
PAYROLL TAX AND INSURANCE AT 55%					\$	1,278.75
TOTAL LABOR					\$	3,603.75
SAFETY (2% OF LABOR)					\$	72.08
CLEAN UP (5% OF LABOR)					\$	180.19
WARRANTY (3% OF LABOR)					\$	108.11
PER DIEM	\$ 45.00	PER DAY	6	NUMBER OF DAYS	\$	270.00
OVERNIGHT STAY	\$ 68.00	PER DAY	6	NUMBER OF DAYS	\$	408.00
PERMIT FEES					\$	-
ENGINEERING FEES					\$	-
FUEL	\$ 3.50	PER GAL	30	NUMBER OF GALLONS	\$	105.00
EQUIPMENT	\$ 945.00	PER DAY	2	NUMBER OF DAYS	\$	1,890.00
SCAFFOLDING/ SHORING	\$ 200.00	PER DAY	0	NUMBER OF DAYS	\$	-
JOBSITE OFFICE	\$ 94.00	PER DAY	0	NUMBER OF DAYS	\$	-
JOB TRUCK	\$ 70.00	PER DAY	0	NUMBER OF DAYS	\$	-
TOTAL JOB EXPENSES					\$	3,033.38
COST TOTAL					\$	16,186.92
OVERHEAD					\$	1,618.69
PROFIT					\$	1,618.69
SUBCONTRACTOR					\$	-
OVERHEAD					\$	-
PROFIT					\$	-
BOND					\$	485.61
WORK CHANGE SUMMARY TOTAL					\$	19,909.91



Item b.

QUOTE

2259 Innovation Blvd. Hutto, TX 78634
 Phone: (512) 759-4290 Fax: (512) 759-4291

QUOTE DATE	ORDER NO.
05/19/23	1134304-00
P.O. NO.	PAGE #
22-024	1

CUST.#: 1536

SHIP TO:

EST#2 NEW GST & PUMP STATION
 JM PIPELINE, LLC
 8 MORGAN'S POINT BLVD
 MORGAN'S POINT RESORT, TX 76513

Please remit all payments to:
 Techline Pipe, L.P.
 P.O. Box 676980
 Dallas, TX 75267-6980

BILL TO:

JM PIPELINE, LLC
 P.O. BOX 8614
 HORSESHOE BAY, TX 78657

INSTRUCTIONS	
22-024	
SHIP POINT	SHIP VIA
Techline Pipe Hutto	
SHIPPED	TERMS
	NET 30 DAYS

LINE NO.	PRODUCT AND DESCRIPTION	QUANTITY ORDERED	QUANTITY AVAILABLE	QTY. U/M	UNIT PRICE	AMOUNT (NET)
1	MJR1610 16" X 10" DI MJ REDUCER C153 CEMENT LINED	2	2	EA	465.00	930.00
2	10FA-BC 10" FOSTER ADAPTER WITH ACCESSORIES	2	2	EA	311.00	622.00
3	GTJ35016 16" CLASS 350 DUCTILE IRON PIPE, TYTON JOINT	36	36	FT	96.06	3458.16
4	MJSL16 16" DI MJ LONG SLEEVE C153 CEMENT LINED	2	2	EA	619.00	1238.00
5	SLDEXP16 16" DIP MJ RESTRAINT KIT, EPOXY COATED GLAND	6	6	EA	285.00	1710.00
5	Lines Total	Qty Shipped Total	48		Total Invoice Total	7958.16 7958.16

RESOLUTION NO. 2023.15**A RESOLUTION OF THE CITY COUNCIL OF MORGAN'S POINT RESORT, BELL COUNTY, TEXAS, AUTHORIZING AND APPROVING A CHANGE ORDER TO THE CONTRACT WITH JM PIPELINE, LLC. FOR THE INSTALLATION OF A GROUND WATER STORAGE TANK AND PUMP STATION.**

WHEREAS, the City entered into a contract with JM Pipeline, LLC on November 15, 2022 for the installation of a new ground water storage tank and pump station to provide for the continued availability of drinking water and fire protection; and

WHEREAS, at the ground storage tank and pump station project, it was determined that pipe sizes and fitting types in the ground that do not match the As Built Prints of the original installation in 2008, requiring adjustments to be made on two piping connections that will include an additional cost for parts and labor to the project in the amount of \$19,909.91; and

WHEREAS, the City Council finds that the enactment of this Resolution, is necessary to protect the public health and welfare to the residents of the City and is a legitimate exercise of municipal authority and in the public interest.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MORGAN'S POINT RESORT, BELL COUNTY, TEXAS, THAT:

Section 1. Action Authorized: The City approves the modification of the contract with JM Pipeline, LLC in the amount of \$19,909.91 the additional material and labor needed for the installation of a ground storage water tank and pump station.

Section 2. Budget Amendment: The City Council amends the municipal budget for the current fiscal year to provide for payment of the \$19,909.91 contract modification.

Section 3. Execution: The Mayor, Dennis Green is hereby authorized to execute and deliver to JM Pipeline, LLC the necessary documents and any and all other such instruments, certificates, documents, or papers necessary and advisable to carry out the intent and purpose of this Resolution.

Section 4. Open Meetings: This resolution was approved by the City Council at a regularly scheduled meeting duly posted in accordance with the Texas Open Meeting Act and at which a quorum was present and voting.

Section 5. Severability: In the event that one or more of the provisions contained in this Resolution shall for any reason be held to be invalid, illegal or unenforceable in any

respect, such invalidity, illegality or unenforceability of this Resolution shall be construed as if such invalid , illegal or unenforceable provision has never been contained herein , but shall not affect the remaining provisions of this Resolution , which shall remain in full force and effect.

Section 6. Effective Date: This Resolution shall be and become effective immediately upon its adoption.

PASSED AND APPROVED this the _____ day of _____, 2023 by ___ (ayes) to ___ (nays) to ___ (abstentions) vote of the City Council of the City of Morgan’s Point Resort, Texas.

THE CITY OF MORGAN’S POINT RESORT, TEXAS

DENNIS GREEN, Mayor

ATTEST;

OPHELIA RODRIGUEZ, City Secretary

NEALE POTTS, City Attorney

CITY OF MORGAN'S POINT RESORT

Office of the Mayor

8 Morgan's Point Blvd | Morgan's Point Resort, TX 76513



Dear Residents of Morgan's Point Resort,

As early voting for the City Council election begins this Monday, April 24, I'd like to take a moment to reflect on the accomplishments of the current Council over the past two years. In 2022, the Council developed a Strategic Work Plan to set out specific goals for our City in the areas of Finances, Planning for the Future, Infrastructure, Economic Development and Communication. With the hard work and dedication of our community, Council, the MPR team and volunteers, we have achieved notable success in each of these areas.

We have made significant progress in the area of finances. In 2021, we eliminated the city maintenance fee. We have switched to a new audit firm to complete the Fiscal Year 2020-2021 and 2021-2022 audits, and we have a timeline for completion that will enable us to get back on track for the Fiscal Year 2022-2023 audit. We have been awarded grants to upgrade and replace aging equipment and infrastructure to ensure we are prepared to serve you for years to come. We are moving into the second phase of the Safe Routes to Schools cost-reimbursement application process to install a sidewalk from Lake Belton High School to the corner of Morgan's Point Rd and Sobrante Rd.

Council has taken vital steps toward planning for the future of Morgan's Point Resort. We formed a Comprehensive Master Plan Committee, which is nearing completion of its goal to guide us in our long-term efforts to improve the city. In our efforts to reduce turnover and improve employee satisfaction, we have implemented improvements in timekeeping, record keeping, digital permitting, and other internal processes to improve efficiency and reduce stress for both our team and residents. Over the past two years, we have maintained an average of 91% employee retention, and we conducted a compensation study to ensure we continue to attract high-quality talent.

Regarding infrastructure, our maintenance department has been hard at work making immediate repairs to our City's roads as we consider long-term strategies for road improvements. Construction is underway for a ground storage tank and generator at Pump Station 2 at the corner of 2483 and Lake Forest Road, and we will soon install a generator at Pump Station 1. These improvements will ensure that we are equipped to manage severe weather events or changes in demand for water capacity. Our Utilities Department also implemented a Geographic Information System that allows for improved accuracy and efficiency in city decision making.

We have supported the Economic Development Corporation by helping them attracting well-paying employers. We have partnered with Texas A&M Central Texas for assistance with research and initiatives. Council requested that the Economic Development Committee submit an annual report each year, which has maintained open communication and accountability. We have also expanded the Planning & Zoning Committee and partnered with the Central Texas

CITY OF MORGAN'S POINT RESORT

Office of the Mayor

8 Morgan's Point Blvd | Morgan's Point Resort, TX 76513



Council of Governments to assist with research and recommendations to ensuring that we are prepared for commercial growth.

Over the past two years, we have made substantial efforts to open up communication between the City and you, our residents. Our volunteers made significant improvements to our website and notification systems, and we are continuing to research best options to provide residents with an easier solution for reporting concerns and seeking information. We have conducted two community-wide surveys to seek your feedback and guide our goals and efforts, and we will be releasing the results of the Comprehensive Master Plan survey soon. We focused on increasing accessibility by starting events such as Coffee with the City Manager to provide an informal forum asking questions in person. We have also hired a full-time Communications & Marketing Manager to continue improving our efforts to keep you informed, seek feedback, and inspire local pride.

I am proud of the Council's achievements over the past two years, and I'm grateful for their time and effort spent serving our community. There is still more work to be done, and I am honored to have the opportunity to serve alongside the new City Council as they continue to work toward the goals set in our 2022 Strategic Work Plan. Additionally, I am excited to see them develop new goals that will honor the history of our community while ensuring a secure and bright future.

Warmest Regards,

Dennis Green
Mayor
Morgan's Point Resort



2022-2023 Strategic Work Plan

Introduction

Morgan's Point Resort is a General Law city in Bell County, Texas. Morgan's Point Resort was incorporated 1970. It is part of the Killeen–Temple–Fort Hood Metropolitan Statistical Area.

Morgan's Point Resort is located north of the center of Bell County on the east side of Belton Lake, a reservoir of the Leon River. It is bordered to the east by the City of Temple, and by the City of Belton to the south.

According to the United States Census Bureau, the city has a total area of 2.5 square miles. The City of Morgan's Point Resort adjoins Belton Lake.

The Strategic Planning Process

In February through March, the City of Morgan's Point Resort embarked on a strategic planning process to create strategic priorities for 2022-2023. The following is the process used to reach the conclusions for the plan.

The process kicked off with a preliminary Zoom meeting between the City Manager, Dalton Rice, CPM, and professional facilitator Alysia A. Cook, PCED, IOM with Opportunity Strategies LLC. The two met to review key issues facing the city, understand the programs and projects currently underway, and to prepare the process and format for the planning session.

On Saturday, March 5, 2022, the City of Morgan's Point Resort city council and management team met at the Waco Hilton for a Joint Strategic Work Planning Session to begin planning for 2022-2023.

The facilitator led a conversation on what they thought success looked like, a SWOT analysis, discussions regarding desires and priorities for the next two years, then a development of and consensus on six Goals for 2022-2023.

Following the goal development, the facilitator led the group through strategy and metrics development, then timetable estimates. This full-day session included participation from both council and management most of the day, then the final two hours was only the city council and city manager present making the final decisions on priorities.

The following is the Morgan's Point Resort 2022-2023 Strategic Work Plan.



2022-2023 Strategic Work Plan

Our Mission:

To provide our growing community with charming lakeside living that embodies our blend of nature and opportunity with commitment to service and integrity

Our Vision:

Your hospitality destination with endless possibilities

Goals:

1

Financial Audits

2

Planning for Our Future

3

Infrastructure & Signage

4

Grants

5

Economic Development

6

Communications

Expectations

The facilitator asked the participants to share any expectations for the day. Responses were as follows:

- City council to reach consensus
- Discuss growing at an appropriate pace
- Align with citizens' expectations
- Gain trust with one another
- Get unified and on the same page
- Expansion of facilities and utilities
- Marina's future
- Plan for our future



What Does Success Look Like?

The facilitator asked the participants to describe in their own words what success looks like to each of them. The following were the responses:

- Positive growth
- Good roads
- Clean and safe community
- Vibrant Central Business District with businesses that are practical to residents and of interest to visitors
- A clear identity
- Managed residential growth with increase in retail establishments
- Generation of sales tax revenue

- Providing City services to our citizens while preserving the quality of life without increasing the tax burden of our residents
- Get people to come to the city
- Provide the infrastructure and services that make our city a great place to live, work, and play that exceeds the expectations of our citizens
- City events that draw outside visitors
- Business growth
- New businesses to support taxes
- No water problems
- Plentiful inventory of homes/properties
- Small town feel
- Affordability for our citizens
- A town that is pleasing and to see everyone happy
- Comprehensive Master Plan
- More community involvement
- Improve on our infrastructure, particularly drainage and roads
- More businesses here
- More tourism
- Stability
- Growth
- Formation of a community-driven direction and the initial undertaking of that direction
- Not just checking a box, but fully understanding how we get there and communicating to others
- Innovative community – “throw the ‘box’ away”

SWOT Analysis

The facilitator engaged the participants in a group exercise to brainstorm and list the strengths and weaknesses of Morgan's Point Resort, as well as the current and/or potential opportunities and threats facing the community.

Strengths

Love of community

Volunteer Fire Department

Clean slate

Community service

Desirable place to live

Lake Belton High School

Pool

Location - proximity to larger cities

City services

Volunteers

Teamwork/collaboration

Uniqueness of nature (trees, lake, etc.)

Safety

Loyalty/tenure/experience of staff

Desirable ETJ (extraterritorial jurisdiction)

Community Center with a view of the lake

Small town environment

Quarterly clean-ups/brush recycle

Weaknesses

Communication of City Hall to citizens

Availability of commercial property

Stormwater drainage

Infrastructure

Economic Development Corporation

Incentives for annexation

Opportunities to expand Marina

Overreliance on volunteers

Community doesn't get involved

Dense wildlife population

History of kicking cans down the road

Communications with developers/economic development

Dependency on Temple for water

Wastewater

Commercial investment



Opportunities

Land behind Public Safety Center

Old "Captain's Table" building

Home-based entrepreneurs/small businesses

Infrastructure (water, roads)

Parks and green space

Commercial property

Explore Home Rule opportunities

Marina

Community enhancement

Wayfinding signs

Branding/Image

Proactive vs. reactionary

Sewer expansion

Food trucks and accompanying commissary

Volunteer development

Comprehensive Master Plan realization

Stormwater drainage

Oakmont Park improvements

Secure grant money

Land acquisition

Gateway/monument signs

Revamp City logo

Forward looking planning for the long-term

Threats

Inflation

Lack of workforce

Lack of sewer

Economy

Lack of revenue diversification

Increased crime with growth

Stagnation

Kicking cans down the road

Location – limited places to grow

Disaster resiliency

Another round of COVID

Not preparing for our future

Fort Hood attacks

City staff availability and pay

Not deciding which direction to go

Our Mission:

To provide our growing community with charming lakeside living that embodies our blend of nature and opportunity with commitment to service and integrity

Our Vision:

Your hospitality destination with endless possibilities

2022-2023 Goals:

Each of the following 6 goals is guided by the values of diversity and inclusion. Diversity and inclusion are not goals of the City of Morgan's Point Resort, but rather a tapestry that is woven through every goal, every service, and every program.

Goal #1: Financial Audits

To successfully complete financial audits of Fiscal Years 18/19, 19/20, 21/22, & 22/23.

Goal #2: Planning for Our Future

To plan and prepare for the future of Morgan's Point Resort.

Goal #3: Infrastructure & Signage

To develop physical infrastructure and branded signage throughout the community.

Goal #4: Grants

To secure grants for our community through a variety of efforts.

Goal #5: Economic Development

To support the Economic Development efforts of the EDC by helping them secure land for future growth and attract well-paying employers.

Goal #6: Communications

To better tell our story of endless possibilities.

Goal #1: Financial Audits

To successfully complete financial audits of Fiscal Years 18/19, 19/20, 21/22, & 22/23.

1. Complete the FY 2018-2019 financial audit
2. Complete the FY 2019-2020 financial audit
3. Complete the FY 2021-2022 financial audit
4. Complete the FY 2022-2023 financial audit

How will we measure the progress/success of this Goal #1?

- Did we complete the FY 2018-2019 financial audit?
- Did we complete the FY 2019-2020 financial audit?
- Did we complete the FY 2021-2022 financial audit?
- Did we complete the FY 2022-2023 financial audit?



★ Goal #2: Planning for Our Future

To plan and prepare for the future of Morgan’s Point Resort.

- 2.1. Develop a roadmap for capital replacement
- 2.2. Focus on employee retention
- 2.3. Develop a plan for fixed assets
- 2.4. Initiate meeting with Corps of Engineers to discuss future of the Lake
- 2.5. Begin Comprehensive Master Planning Process with consultant

How will we measure the progress/success of this Goal #2?

- Did we develop a capital replacement roadmap?
- % of employees retained in 2022 from 2021? _____
- % of employees retained in 2023 from 2022? _____
- Did we develop a fixed assets plan?
- Did we meet with the Corps of Engineers?
- Did we begin the Comprehensive Master Planning Process?



Goal #3: Infrastructure & Signage

To develop physical infrastructure and branded signage throughout the community.

- 3.1. Conduct immediate road repairs, improvements, and maintenance
- 3.2. Conduct a new Drainage Study to determine and prioritize next drainage projects
- 3.3. Initiate drainage/storm water projects in order of necessity
- 3.4. Review all existing studies and assessments for utilities, mobility, etc. to determine priorities
- 3.5. Conduct a study for well water
- 3.6. Conduct wastewater feasibility study
- 3.7. Committee to make recommendations regarding gateway signage and other beautification enhancements

How will we measure the progress/success of this Goal #3?

- Did we conduct immediate road repairs and maintenance?
- If yes, amount of asphalt? _____
- Did we commission a new Drainage Study to prioritize & initiate drainage/storm water projects?
of studies/assessments reviewed for implementation? _____
- Did we conduct a well water study?
- Did we conduct a wastewater feasibility study?
- Did we install gateway signage on the city's corridors?

Goal #4: Grants

To secure grants for our community through a variety of efforts.

- 4.1. Determine which projects to pursue grants for and which grants to pursue
- 4.2. Work to implement the Safe Routes to School grant for sidewalks
- 4.3. Research qualifiers for various grants (which will require a completed audit or master plan or other prerequisites or none)
- 4.4. Prioritize grant types (economic development, Americans with Disabilities Act for kayak station, all-abilities playground, etc.)
- 4.5. Research availability for grants (start at the Texas State Library and Archives Commission – contact Donna Osborne for direction)

How will we measure the progress/success of this Goal #4?

- Did we determine grant projects to pursue?
- Did we implement the sidewalk grant?
- Did we prioritize a list of grant opportunities?
- Did we research availability with library professionals?





Goal #5: Economic Development

To support the Economic Development efforts of the Morgan's Point Resort EDC by helping them secure land for future growth and attract well-paying employers.

- 5.1. Work with EDC to determine available properties for commercial/industrial growth
- 5.2. Work with EDC to decide which land to secure and how to obtain it
- 5.3. Work with EDC to determine which types of businesses to attempt to recruit/attract and the economic impact of various industries/jobs
- 5.4. Work with EDC to determine appropriate marketing techniques to showcase our community to developers, investors, and site selection consultants
- 5.5. Request an annual report from the EDC by January 31 each year
- 5.6. Request an update from the EDC regarding their Business Retention & Expansion (BRE) efforts including visits to business owners/managers, existing business assistance, business appreciation efforts, milestone anniversary celebrations, needs/concerns raised by business owners, and exit interviews with any recently closed businesses
- 5.7. Brainstorm possible options for the old "Captain's Table" facility

How will we measure the progress/success of this Goal #5?

- Did we work with EDC to determine available properties for commercial/industrial growth?
- Did we work with the EDC to secure land?
- Did we work with the EDC to determine ideal business targets?
- Did we support the marketing efforts of the EDC to attract new investment?
- Did we receive an annual report from the EDC by January 31, 2023?

- Were we briefed on the EDC's BRE efforts and successes?
- Did we brainstorm options for the old "Captain's Table" building?



Goal #6: Communications

To better tell our story of endless possibilities to citizens and the world.

- 6.1. Create an "opt in" for a paper newsletter in utility bill
- 6.2. Install new city electronic signs at 3 locations
- 6.3. Public Information Officer (PIO) to determine marketing/communications plan
- 6.4. Create job descriptions for volunteers to secure responsible volunteers
- 6.5. Improve survey response percentage and use various formats (paper baseline is 15%, add digital survey component)
- 6.6. Develop and install an online work order request system
- 6.7. Design new information sheets for website to educate public, such as road projects, cost of current/upcoming projects, steps for closing a road for an event, etc.
- 6.8. Develop and distribute a Quarterly Newsletter to all citizens and businesses that includes updates on city projects, economic development efforts, grand openings/ribbon cuttings, grants, signage progress, Master Plan process and progress, events around town, fire safety, emergency safety preparedness, and any other items of interest
- 6.9. Install system to provide automated texts and emails from city council, city manager, and/or PIO
- 6.10. Hire a communications professional

How will we measure the progress/success of this Goal #6?

- Did we install 3 new electronic signs around town?
- Did we create a marketing/communications plan/strategy?
- Did we create volunteer job descriptions?
- Did we add a digital survey option?

% of paper survey responses? _____ (goal was >15%)

- Did we add a work order request portal to our website?
- Did we add new information sheets for download on our website?

of quarters in FYE 2022 we distributed a newsletter? _____ (goal was 2)

of quarters in FYE 2023 we distributed a newsletter? _____ (goal was 4)

- Did we install an automated text and email system?
- Did we hire a communications professional?



The 2022 City Council and Management Team participating:

City Council:

Dennis Green, Mayor

Larry Gossett

Robbie Johnson

Shawn Knuckles

Bruce Leonhardt

Unable to attend:

Donna Hartman, Mayor Pro-Tem

Management Team:

Dalton Rice, CPM, City Manager

Camille Bowser, Executive Assistant

Charles Cline, Police Chief

Cary Erskine, Finance Director

Katrice Jackson, Administrative Services Director

Jesse Measles, Utility Director

Ophelia Rodriguez, City Secretary

BJ Scheible, Maintenance Director

Ronald Snow, Marina Director

Taran Vaszocz, Fire Chief

Facilitated by

