

**NOTICE OF SPECIAL WORKSHOP/RETREAT SESSION**

**Bastrop City Council  
January 23, 2016, 9:00 a.m.**

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*In compliance with the requirements of Chapter 551 of the Texas Government Code, the public is hereby provided notice that it is possible that a quorum, or more, of the membership of the City of Bastrop Boards, Commissions, Committees, Task Forces and the BEDC may be in attendance, to observe and/or participate in the above-referenced workshop/retreat of the Bastrop City Council.*  
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Pursuant to the Texas Government Code, Chapter 551, the City Council of Bastrop, Texas will hold a Special Workshop/Retreat Session on Saturday, January 23, 2016 at 9:00 a.m. at the Hyatt Regency Lost Pines Resort and Spa, 575 Hyatt Lost Pines Road, Lost Pines, Texas 78612, on the following:

**THE TIME-FRAMES LISTED ARE NOT INTENDED FOR USE WITH EXACT PRECISION BUT TO PROVIDE A FRAMEWORK TO FOSTER AN EFFICIENT AND EFFECTIVE MANAGEMENT OF DELIBERATIONS.**

- 1. Call to Order.
- 2. WORKSHOP SESSION – The Bastrop City Council will convene into a Special Workshop/Retreat Session to discuss the following:

**9:00 a.m. – 9:10 a.m.**

A Baron de Bastrop Video – Stan Ginsel and BEDC

**9:10 a.m. – 9:20 a.m.**

B. Ground Rules For Meetings – Katherine Ray

Page 2

**9:20 a.m. – 9:50 a.m.**

C. Council Meetings

Page 5

**9:50 a.m. – 10:20 a.m.**

D. City Manager Reports and Questions:

- Water
- Waste water
- Traffic
- Comprehensive plan
- Priorities for City Manager and staff
- Issues related to the North Area of Town
- City Manager’s contract
- Staff restructuring
- Volume of Open Meeting and Open Records Requests
- Police Department
- The Y contract
- Ally D and Main Street project
- Other outstanding issues and projects

**10:20 a.m. – 10:30 a.m. BREAK**

E. Prioritized Items

**10:30 a.m. – 11:00 a.m.**

- i. Bond:

- Fire station;
- Street improvements;
- Infrastructure improvement need for infill development;
- Indebtedness; and
- Other

**11:00 a.m. – 11:30 a.m.**

ii. Possible extension/revision of the Bastrop Marketing Corporation Page 16

**11:30 a.m. – 12:00 p.m.**

iii. Consideration of creating a Destination Marketing Organization Page 26

**12:00 p.m. – 12:30 p.m.**

iv. Annexation issues

**12:30 p.m. – 1:00 p.m. LUNCH (Resume meeting while finishing lunch if necessary)**

**1:00 p.m. – 1:20 p.m.**

v. City legal fees and consideration of hiring an in-house attorney Page 60

**1:20 p.m. – 1:40 p.m.**

vi. Quality of Life issues Page 65

**1:40 p.m. – 1:55 p.m.**

vii. Consideration of issues regarding boards and commissions (other than diversity) Page 67

**1:55 p.m. – 2:10 p.m.**

viii. Open Meetings Act and who gets to say what at Council meetings; Roles & Responsibilities of City Council and Mayor (review charter?) Page 69

**2:10 p.m. – 2:25 p.m.**

ix. Applications of rules for new projects and questions of whether we need to change any rules Page 71

**2:25 p.m. – 2:39 p.m.**


x. Diversity on Boards, Commissions, Committees, and Task Forces Page 73

**2:39 p.m. – 2:50 p.m.**

xi. Team work between city council and staff Page 76

3. The Bastrop City Council will reconvene into open session to discuss, consider and/or take any actions related to the workshop items, and may convene into regular session at any time during the meeting.

4. Adjourn

  
\_\_\_\_\_  
Ann Franklin, City Secretary

I, Ann Franklin, City Secretary of the City of Bastrop certify that the above notice was posted on January 19, 2016 at 5:00 p.m.

THE CITY OF BASTROP IS COMMITTED TO COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT. REASONABLE MODIFICATIONS AND EQUAL ACCESS TO COMMUNICATIONS WILL BE PROVIDED UPON REQUEST. PLEASE CALL 512-332-8800.

Confirm time posted   TC    
Confirm time removed: \_\_\_\_\_

A

B

# Ground Rules for Discussions

- 1) Every idea has value; no idea is unworthy.
- 2) Respect each person's turn to speak.
- 3) Take responsibility to voice your own ideas.
- 4) Make sure everyone gets the opportunity to speak.
- 5) Respect others; address issues rather than personalities.
- 6) Don't take anything personally

C

## COUNCIL MEMBER GILLELAND

### Item C

Running our city more like a business, with less emotion, less “behind the scenes,” and less personal territoriality. **We have rules (Charter, ordinances, codes)**, yet every meeting contains a variance request or a breach of some rule already in place. Our main job is to set policy – do our rules need revising, or do we just need to follow more closely the rules we already have? This applies to everything we do, from meeting decorum to building projects, etc. There seems to be no subject that can’t be brought before council for special consideration, and each council member including the mayor seems to play by his/her own interpretation of not only the rules, but of our roles & responsibilities as elected officials.

Do we need written “job descriptions,” like the corporate world? Can we **structure our council meetings** to be more like corporate meetings, with set time limits, better topic organization, better communication with citizens, and priorities set for every meeting? Should we have our own council version of Legal Review every month? Is there any way to turn our council dysfunction into a working team effort?.

**RULES OF PROCEDURE, CONDUCT AND DECORUM  
FOR BASTROP CITY COUNCIL MEETINGS AND HEARINGS**

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As per The City Charter, Section 3.13, The City Council has, by formal action [e.g., Resolution], adopted the following rules of procedure and order of conduct of business. These rules and policies are applicable to all Bastrop City Council Meetings.

I.

**OPEN GOVERNMENT**

Pursuant to City Charter Section 3.13, all meeting of the Council (with the exception of confidential, executive sessions which are held in accordance with applicable State law), shall be open to the public and minutes of all such proceedings shall be kept in accordance with the procedures set forth herein. Citizens will be allowed access to the minutes of all open proceedings of the Council in accordance with State law and the procedures set forth in this policy. More specifically:

- A. All Regular, Special, Workshop, Emergency and Executive Session Meetings of the City of Bastrop City Council will be called and conducted in accordance with the provisions of the Texas Open Meeting Act, Chapter 551, Government Code, and as amended in the future.
- B. Regular, Special, Workshop and Emergency Meetings of the City of Bastrop are open to the public and to representatives of the press and media.
- C. Executive Sessions of the City Council are not open to the public, the press or the media and only those individuals expressly requested or ordered to attend, and only as allowed by State law, may be present or allowed to attend Executive Session(s).
- D. The City Secretary (or designee) shall be responsible for posting public notice of all meetings of the City Council of Bastrop, in compliance with all applicable State laws.

II.

**MEETINGS**

- A. Frequency/Dates of Meetings: As per Section 3.12 of the City Charter, the Council shall meet regularly and at least once each month. Accordingly, the City Council has determined that the Council shall convene in Regular Sessions on the second and fourth Tuesdays of each month, unless the



Council takes formal action to alter or amend this schedule of meetings. City Council meetings are convened at the time(s) stated upon the face of the publicly posted Agendas.

- B. Location: The City Council generally holds its regular agenda meetings at the City Hall. On occasion, however, the Council may determine that the meeting shall be conducted at an alternative location. The location of all meetings of the City Council is clearly shown on the public notice posted for each Council meeting. In the event that the location of a meeting must be moved after posting, the City will notify attendees of the change of location in accordance with the State Open Meetings law.
- C. Special Meetings: On occasion, a need arises for calling 'Special Council Meetings', such as special workshops, public hearings, etc. As per the City Charter, Section 3.12, such Special Meetings may be called by: (1) the Mayor, or (2) any three of the other members of the Council, by providing written notice to the City Secretary of a decision to call such meeting(s). The request should be submitted within a time frame that will allow for public notice and posting of the 'Special Meeting' agenda, in full compliance with applicable State law.

### III.

#### MEETING AGENDA, NOTICE AND PREPARATION

- A. Council Meeting Agendas: The following persons are authorized to request that a matter (or item) be placed on an agenda of an upcoming Council meeting:
- The Mayor
  - A Council Member
  - The City Manager

Additionally, should a member of the City staff, acting in that member's capacity as a city employee, determine/desire that a matter should be presented to the Council (for example for the staff's compliance with City Code procedures, etc.) then, the staff member may request, through written communication addressed to the City Manager, that the item be placed on the agenda. In cases where the City staff has made a request, the City Manager shall be responsible for determining whether the requested item is placed upon an agenda, and the City Manager shall direct the City Secretary, in writing, accordingly.

A citizen of the community desiring to have an item placed on the agenda may ask either the Mayor, a Councilmember, or the City Manager for such consideration and the Mayor, Councilmember, or City Manager may, at his/her discretion elect to have such an item placed on the agenda.

- B. Form of Request for Posting an Agenda Item: All requests for placing an item on the Council's agenda should be submitted in writing, to the City Secretary, and should include the following: (1) details concerning the topic to be discussed, (2) supporting documentation, if any, and (3) direction to the City Secretary as to the type of action proposed to be considered or taken by the Council on the matter (e.g., 'public hearing', 'evaluation', 'consideration', 'review', 'discussion', and/or 'possible action'). The City Secretary shall coordinate agenda requests with the City Manager and staff, in a timely manner, to ensure that necessary information is available on requested matters and to provide any responsible staff member with sufficient time for preparation.
- C. Time for Requesting Items on Agenda: Written requests for placing an item on any future Council agenda should be submitted, in final form, to the City Secretary (or her/his designee) no later than noon on the Wednesday immediately preceding the Council meeting date, upon which the item will be placed. This 'lead time' is necessary to: (1) allow the City Secretary and applicable staff personnel to timely and properly prepare documents and other items for Council's consideration at the meeting, and (2) provide adequate time for the City staff to publicly posting the notice of the upcoming meeting, in compliance with State law.
- In the event of an emergency, an urgent need, and/or a previously unforeseen circumstance, an item may be posted on the upcoming agenda, after the above noted deadline, but within the timeframes required by State law.
- D. Meeting Packet Preparation: The City Secretary will prepare packets for upcoming Council meetings for use by the Council and staff. When the agenda item will require the City's staff to prepare information and/or documentation, etc., for use during the Council meeting, then the requestor should communicate their request, in writing, to either the City Secretary or the City Manager no later than noon on Monday, before the Wednesday deadline for submission to the City Secretary, so that these requests may be addressed on Tuesday at the regular staff meeting conducted by the City Manager. This timely submission is necessary for preparation of the Council agenda packets and for public posting and dissemination of applicable materials.
- E. Finalizing Agenda(s): As per the City Charter, Section 3.15, it is the Mayor's responsibility to act as Chief Executive Officer for the City and to preside over meetings of the City Council. Accordingly, the City Manager and/or City Secretary shall provide the Mayor with a copy of the draft of each upcoming agenda, in writing, before close of business on the Wednesday prior to the

next Council meeting, so that the Mayor may review the draft/proposed agenda and request revisions to it, as the Mayor deems appropriate for the orderly operation and progress of the meeting and City business. If the Mayor determines that, in his/her opinion it is necessary to delay and or remove any requested item from the proposed agenda, to ensure efficient and productive functioning of City business, he/she will notify the item requestor of this circumstance and will coordinate any necessary future posting of the item(s) at issue. Following review and coordination with item requestors, if necessary, the Mayor will then coordinate the final format of the upcoming Council meeting with the City Secretary on or before 12:00 Noon the on Thursday, immediately prior to the upcoming Council meeting, so that the City Secretary may: (1) timely post the final agenda, as per State law, and (2) finalize, prepare and distribute meeting packets to all Member of the Council, the City Manager, the City Attorney, and others as determined by the Mayor or City Manager, for their use, review and preparation for the upcoming meeting.

- F. Appeal of the Chairs Decision to Remove an Item from the Agenda: If a Council Member desires that a matter be placed upon an Agenda, but after consultation between the Member and the Mayor, the Mayor determines that in his/her opinion the matter should not be brought before the Council, then the Council Member who proposes the matter for discussion has the right to appeal to the entire governing body for a decision as to whether the matter should be placed before the Council. To exercise this right of appeal, the appellant Council Member shall bring the issues to the governing body's attention on an agenda as "An Appeal of the Chair's decision regarding a future Agenda Item." (The appellant Council Member should request that the City Secretary post his/her appeal, as well as the topic to be discussed, so that the item may be properly raised and, if appropriate discussed and acted upon by the Council, during the session.) The voting members of the Council will then vote on the issue of whether the matter should be brought before the Council, and an affirmative vote of a simple majority of the body will result in the item being eligible for discussion and possible action by the Council as posted upon the agenda.

#### IV.

### PUBLIC PARTICIPATION IN OPEN MEETINGS/PUBLIC HEARINGS

The business of the City of Bastrop is conducted by and between the members of the City Council and by those members of the Bastrop City staff, elected officials, department heads, consultants, experts and/or members of the public requested to be present and participate. While the public is invited to attend all meetings of the City Council (except Executive Sessions) the public's participation therein is limited to that of observers unless a member of the public is specifically requested to address the City Council on a particular issue or

unless the member of the public completes a “Public Comment Form” and submits the completed form to the City Secretary at the beginning of the applicable Council Meeting.

- A. In order to efficiently manage the time of the Council, each member of the public who requests to appear before the City Council shall be required to limit their presentation to a maximum of three (3) minutes. Tracking the time utilized by each speaker shall be maintained by a staff person designated by the presiding officer. Public presenters may not “designate” their time to be used by other presenters.
- B. Discussion on any Agenda item may be limited by the presiding officer to thirty (30) minutes. Presenters shall be recognized in the order of submission of the “Public Comment Form” to the City Secretary, unless otherwise determined by the presiding officer.
- C. In matters of exceptional interest, the presiding officer may either shorten or lengthen the time allocated for a particular member of the public, all members of the public and/or the amount of time allocated for all Agenda items and/or a specific Agenda item.
- D. It is not the intention of the City of Bastrop to provide a public forum for the embarrassment or demeaning of any individual or group. Neither is it the intention of the Council to allow a member of the public to slur the performance, honesty and/or integrity of the Council, as a body, or any member or members of the Council individually or collectively, or members of the City’s staff. Accordingly, profane, insulting or threatening language directed toward the council and/or any person in the Council’s presence and/or racial, ethnic, or gender will not be tolerated. Violation of these rules may result in the following sanctions:
  - 1. cancellation of a speaker’s remaining time;
  - 2. removal from the City Council room;
  - 3. a Contempt Citation; and/or
  - 4. such other civil and/or criminal sanctions as may be authorized under the Constitution, Statutes and Codes of the State of Texas.

The Mayor (or the designated Mayor Pro-tem of the City Council), as presiding officer of the City Council, is responsible for conducting all meetings and members of the public who have properly completed a Public Comment Form and submitted same to the City Secretary must wait to be recognized by the Mayor (or, in the Mayor’s absence, by the then acting presiding Council Member) before they will be allowed to address the Council.

E. From time to time, the City Council shall conduct public hearings. These rules of procedure, conduct and decorum shall also apply to such public hearings, however, the City Council may adopt such additional and supplemental rules for such meetings as may be necessary and appropriate to conduct such meetings in an orderly, efficient and proper manner.

V.

#### Council Authority

Pursuant to the City Charter, the Texas Constitution and the laws of the State and City, the City Council is imbued with full authority to exercise self-governance necessary to actuate the Council's concepts discussions, deliberations, and decisions on the business of the City. As Chief Executive Officer of the City, the Mayor or the City Council's formally authorized designee shall be responsible for executing all contracts and agreements on behalf of the City.

VI.

#### Rules for the Press and Media

The use of media equipment, such as lights, cameras and/or microphones should be coordinated with the City Manager prior to the meeting to ensure that this equipment does not disturb or otherwise conflict with or disrupt the meeting or the Council's activities.

VII.

#### Bailiff

The Chief of Police of the City of Bastrop, Texas, or his/her designated Officer shall serve as the Bailiff at all Regular, Special, and Emergency Meetings of the City Council. However, in the event of the absence of the Chief, or in the event that there exists a conflict of interest between the Chief, any member of the Police Department, and the City Council, or in the event of an Executive Sessions in which the Chief is not an authorized participant, then in such event, the Council shall appoint such other commissioned peace officers to serve as Bailiff as may be necessary.

These rules of Procedure, Conduct and Decorum for Bastrop City Council Meetings and Hearings shall be effective immediately upon adoption by the Council and shall remain in full force and effect until amended or repealed by a majority vote of the City Council.

**ADOPTED BY THE CITY COUNCIL OF THE CITY OF BASTROP ON August 23, 2005.**

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Tom Scott, Mayor

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John Creamer, Mayor Pro-Tem

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Willie DeLaRosa

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Terry Sanders

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Dock Jackson

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Martha Harris

D

**E.i**



**E.ii**

## Summary of BMC Proposal by Hyatt Regency

1. Extend through September 2017 (possible extension 9/30/18)
2. Interim – work to create DMO using services of Texas Travel Industry Association
3. Continue 43% to BMC
  - 4% to Run BMC
  - 8% for sales position for Bastrop Convention Center
    - Part of Hyatt-run BMC with Kim Britton mentoring this person
4. Will include BMC's advertiser to also advertise Bastrop Convention Center
5. Consideration to create transportation shuttle from Austin airport to Hyatt Regency and Bastrop Hotels and connecting with downtown Bastrop experience
6. Hoped for place at table for Hyatt Regency on DMO

## Modifications suggested by the City Manager and Mayor

1. BMC will receive 35% of Hyatt Regency HOT tax income for regional marketing
2. City will use 8% of BMC funds for a contract for a sales person to promote the Convention Center. Employer of this position to be determined.
  - a. City and Hyatt Regency will agree on performance standards and cancellation of contract for services if they are not met.
3. Partnership in deciding how to spend BMC money (equal partners – a. Hyatt Regency and b. Bastrop representation)
  - i. Bastrop's component could be a vanguard for an eventual DMO board that would learn the ropes while agreeing with the Hyatt Regency on spending.
4. Beginning date for new plan as of agreement – not June 1 – old contract voided
  - i. If we stick with June 1, then there will be an adjustment of the 35% to provide extra money to allow Bastrop to pay itself back for the salary of the sales person from date of hire until June 1.
5. Flexible ending date for BMC – whenever we have the DMO structure ready to go and professional person or group hired and ready to be paid.
6. Whenever the city hires its own sales person or contracting firm for selling bookings at the convention center, Hyatt Regency will provide mentoring.
7. BMC's advertiser will also advertise Bastrop's convention center
8. Agreement about bus service from Austin airport to Hyatt Regency and Bastrop Hotels and connecting with downtown Bastrop experience
9. Hyatt Regency will receive one place (or possibly two places) at the table for the DMO board, if and when one is created.

**COUNCIL MEMBER MCANALLY**

**Item E.ii**

**BMC contract** – extend, with service contract agreement, until a specified date at which time Dept. of Tourism will have worked to create a DMO that is up and running.

STANDARDIZED AGENDA RECOMMENDATION FORM

CITY COUNCIL

DATE SUBMITTED: July 22, 2015

MEETING DATE: July 28, 2015

1. Consideration, discussion and possible action regarding July 14, 2015 Preliminary Report on Convention Center Marketing and Bastrop Vision Task Force Report

2. Party Making Request: Mayor Ken Kesselus

3. Nature of Request: (Brief Overview) Attachments: Yes X No \_\_\_\_\_

4. Policy Implication: \_\_\_\_\_

5. Budgeted: \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ N/A  
Bid Amount: \_\_\_\_\_ Budgeted Amount: \_\_\_\_\_  
Under Budget: \_\_\_\_\_ Over Budget: \_\_\_\_\_  
Amount Remaining: \_\_\_\_\_

6. Alternate Option/Costs: \_\_\_\_\_

7. Routing: NAME/TITLE INITIAL DATE CONCURRENCE

\_\_\_\_\_

8. Staff Recommendation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

9. Advisory Board: \_\_\_Approved \_\_\_Disapproved \_\_\_None

10. Manager's Recommendation: \_\_\_\_\_Approved \_\_\_\_\_Disapproved \_\_\_\_\_None

11. Action Taken:

The Mayor's Suggestion for processing our discussion of this item:

Purposes:

1. Creating a centralized and unifying system for utilization of HOT funds.
2. Improving the effectiveness of marketing Bastrop's tourism industry
3. Increasing usage of the Conventional Center and increasing income for it, in order to reduce the burden of HOT tax to pay for its operation.
4. Other

Basic Options:

1. A destination Marketing Organization to replace the Bastrop Marketing Corporation.
2. Creating a different sort of Bastrop Marketing Corporation that would continue in a way our nine-year relations with the Hyatt beyond the May 31, 2016 deadline.
3. Other

Possible Organizational Formats:

1. Making it a 501(c)(3) non-profit organization
2. Making it a city department
3. Making it a separate entity, similar to the Bastrop Economic Development Corporation
4. Other

Management/Leadership:

1. A city employee
2. A third party management firm
3. Executive Director of an organization similar to BEDC
4. Director of a Public/Private Partnership operating a hotel on the property west of the convention center that would provide services for marketing and sales for the Convention Center, too
5. Other

-- Continued on next page --

Reporting Relationship:

1. To the city manager
2. To the city council
3. To a board, similar to BEDC
4. No One, like the Library Board

Group of citizens to focus on the DMO

1. Advisory Committee (similar to the Library Board)
2. A commission (similar to P and Z)
3. An independent board, like BEDC
4. None
5. Other

Subsequent Decisions:

In both reports there are numerous suggestions for ways to implement certain decisions, which can best be considered after making initial decisions.

To: The Honorable Ken Kesselus, Mayor, fellow members of City Council, City Manager Mike Talbot

From: Kay Garcia-McAnally, on behalf of the Vision Task Force

Date: July 22, 2015

Re: Vision Task Force destination tourism marketing recommendations

Council approval is sought on **five key concepts** defining a strategy for strengthening Bastrop's visibility and its position as a preferred destination for tourists, group travelers, conventioners and meeting/event planners. At its root, each concept is geared toward creating greater collaboration among stakeholders in Bastrop's tourism future and toward ensuring harmonious messaging, synergy of efforts, improved impact and strategic use of human and financial resources (Hotel Occupancy Tax funds).

Myriad details remain to be resolved as these key concepts unfold. Bulleted information is included to suggest the Vision Task Force's ideas of how these key concepts might best be addressed and in response to questions raised by Council members at our last meeting. At this time, we are requesting that Council adopt at this time only the five numbered concept statements, shown in boldface.

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**1. Move/transition toward establishing "Destination Bastrop" (a Destination Marketing Organization/ "DMO") as a successor to Bastrop Marketing Corporation and as the official destination marketing umbrella for Bastrop and the Lost Pines region.**

- Bastrop Marketing Corporation will continue the destination marketing plan as it has done since June 2006 and until the June 1, 2016 expiration of the BMC agreement. Concurrently, conversations should continue with the Hyatt regarding specific roles it might play in fulfilling the mission of Destination Bastrop, such as collaborating in the development of a robust and comprehensive destination marketing plan, assisting in Convention Center marketing/sales, developing a transportation system linking area hotels with Downtown Bastrop and the Convention Center.
- Destination Bastrop would unfold incrementally, in accordance with a roll out sequence and timeline to be approved by Council. Council will be asked to approve and fund each service element.
- At Council's discretion, the eventual scope of services might include (but would not be limited to)
  - Ongoing distance marketing of Bastrop and the Lost Pines region under a compelling brand that draws and builds tourism and supports all lodging properties in the City and its extraterritorial jurisdiction.
  - Convention center sales and marketing
  - Oversight of the visitor information function
  - Ongoing updating of locally produced websites as well as the "app"

- Production of hardcopy and online tourism brochures and like resources
- Assist local organizations, the Culinary District and Cultural Arts District in development and distance promotion of events and programs of interest to tourists
- Destination Bastrop would be a City department under the direct supervision of the City Manager. Guidance would be provided by an Advisory Board of primary stakeholders, selected and functioning in accordance with Destination bylaws and/or operating guidelines to be adopted by Council.
- Destination Bastrop marketing plans would be submitted annually to Council for review, approval and funding (through Hotel Occupancy Tax allocation).
- Professional services contractors supporting Destination Bastrop goals may include the Hyatt Regency Lost Pines; current BMC contractors Proof Advertising and Dublin and Associates; Bastrop Creative; graphic designers; professional convention center marketing/sales contractors, etc.

**2. Contract with an experienced tourism marketing professional to manage the startup of Destination Bastrop; charge the Vision Task Force to serve as an advisory body in the interim until a Destination Bastrop Advisory Board can be established.**

- The professional will serve initially as contract director of Destination Bastrop and could transition to an advisory capacity for the purpose of (1) rolling out further service elements in a well-thought-out and cost-effective manner and (2) ensuring accountability for each service element provided.
- Ideally this professional would be well-studied on not only destination tourism but also the role that Bastrop Marketing Corporation and local organizations/entities have played in drawing the traveling public to Bastrop.
- Funding of these professional services would be drawn from HOT funds available to the City.

**3. Reserve and appropriate HOT funds for FY 2015-16 to implement essential service elements, in accordance with a prioritization and schedule developed by the consultant and/or Destination Bastrop Director and approved by Council.**

- Developmental work should begin as soon as possible on the ongoing distance marketing function to ensure that Destination Bastrop is poised to carry forward a broadened and Bastrop-centered Lost Pines regional marketing initiative as the BMC agreement expires on June 1, 2016.
- Concurrently, the consultant and/or Destination Bastrop Director will develop a detailed proposal for any other service element identified by Council as the next highest priority for implementation. The proposal should encompass a high level of detail about how the service will function, what level of staffing and funding is needed, and how performance will be measured. That proposal will go to Council for review, approval and funding.



- We anticipate each incremental service element will subsequently follow this pathway.
- 4. Continue the process now in progress for Tier 2 Hotel Occupancy Tax grants for FY 2015-2016.**
- With requesting local organizations building their budgets for the coming year, and in light of their need to make advance commitments for distance advertising, we are recommending no change to parameters for Tier 2 allocations of HOT funds for FY 2015-2016.
  - As Destination Bastrop rolls out, we anticipate that the collaboration between producers of tourism-directed programming and Destination Marketing will yield improved 2016-2017 marketing plans for those producers. This will result in more expert and cost-effective marketing by the organization and/or by Destination Bastrop on their behalf. That process will likely be reflected in FY 2016-17 Tier 2 requests.
- 5. During FY 2015-2016, establish a specification of services to be provided by the visitor information center(s) and develop an RFP for FY 2016-2017 HOT allocation for visitor information center functions specified.**
- The current HOT funding requests submitted by the Chamber of Commerce and the Bastrop County Historical Society each pursue differing visions of what a visitor information center should do and appear competitive rather than collaborative and complementary.
  - As a practical matter, convenience of visitors is the first priority: access to two locations serving this function is entirely acceptable. That said, the services provided by each should complement each other in ensuring that all key aspects of the visitor experience are encompassed. For that reason, we believe that a number of functions need to be addressed: updating of information available electronically (web, the “app” and the Buc-ee’s kiosk, now in development), production and distribution of information (electronic and printed brochures and like pieces), attention to TripAdvisor, Travel.com and other travel websites for Bastrop/Lost Pines content, and creating a strong Facebook and Twitter presence.
  - The VTF believes that visitor information center functions— wherever physically situated — need to be performed under a service agreement with adequate HOT funding. While the employee(s) performing these functions have historically been supervised by the facility managers and may have other responsibilities associated with their employers; each organization will be directly accountable to the Destination Bastrop Director for the successful performance of the service agreement.
-

Consideration, discussion and possible action regarding each of five Vision Task Force conceptual recommendations regarding tourism marketing, as follows:

1. Move/transition toward establishing "Destination Bastrop" (a Destination Marketing Organization/"DMO") as a successor to Bastrop Marketing Corporation and as the official tourism marketing umbrella for Bastrop and the Lost Pines region.
2. Contract with an experienced tourism marketing professional to manage the startup of Destination Bastrop; and charge the Vision Task Force to serve as an advisory body in the interim until a Destination Bastrop Advisory Board can be established.
3. Reserve and appropriate HOT funds for FY 2015-16 to implement essential elements/services, in accordance with a prioritization and schedule developed by the consultant and/or Destination Bastrop Director and approved by Council.
4. Continue the process now in progress for Tier 2 Hotel Occupancy Tax grants for FY 2015-2016.
5. During FY 2015-2016, establish a specification of services to be provided by the visitor information center(s) and develop an RFP for FY 2016-2017 HOT allocation for visitor information center functions specified.

**E.iii**



**TTTIA**  
*Life's Better in a State of Travel*

# **Bastrop City Council Presentation**

**Bastrop City Hall**  
**November 17, 2015**

TEXAS TRAVEL INDUSTRY ASSOCIATION

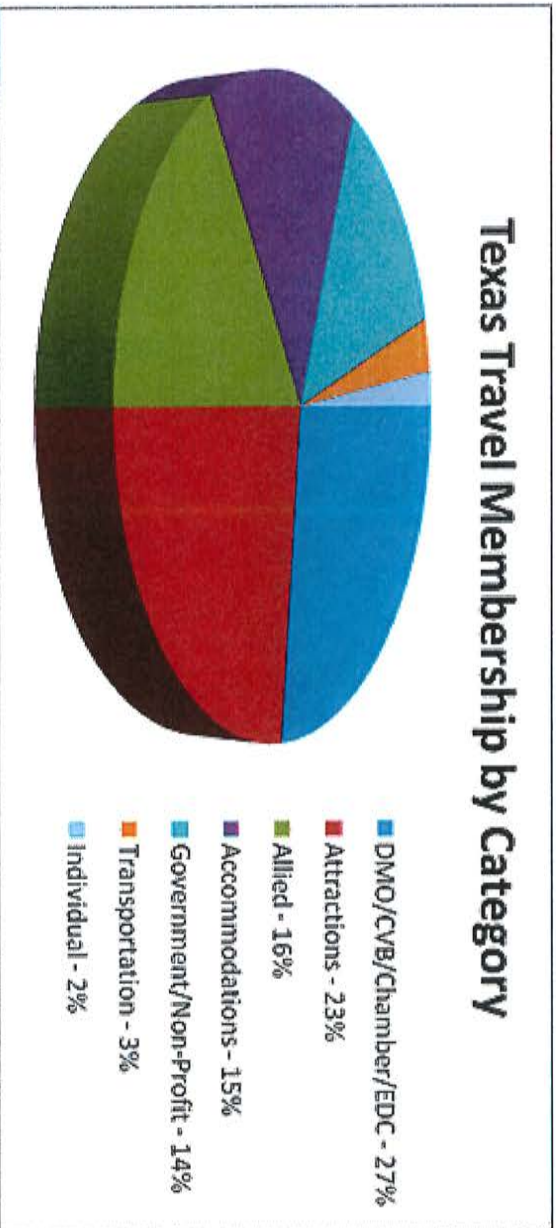


*Life's Better in a State of Travel*

**TTTIA**

# TTTIA – Who We Are

**TEXAS TRAVEL INDUSTRY ASSOCIATION Umbrella organization for the industry with nearly 750 members statewide & nationally**



TEXAS TRAVEL INDUSTRY ASSOCIATION



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# **TTTIA Mission Statement**

## **Improve the Quality of Life in Texas by Strengthening Travel and Tourism.**

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# **TTTIA Member Priorities**

**Advocacy**

**Education**

**Networking**

**Research**

**Communications**

**Marketing**

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# TTTIA Membership



TEXAS COMMERCIAL  
AIRPORTS ASSOCIATION



**UNITED**



**VISITHOUSTON**



**DALLAS**  
BIG THINGS HAPPEN HERE



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# TTTIA Membership



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# TTTIA Membership



TexasMonthly

SouthernLiving

@the New York Times



UNIVERSITY of **HOUSTON**  
CONRAD N. HILTON COLLEGE



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# TTTIA Area Members



HYATT REGENCY®  
LOST PINES RESORT & SPA



*Austin*  
- CONVENTION & VISITORS BUREAU -



Austin-Bergstrom  
International Airport

SAN MARCOS  
We'd love your company.



IA GRANGE  
MAIN STREET & VISITORS BUREAU



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# Travel & Tourism College

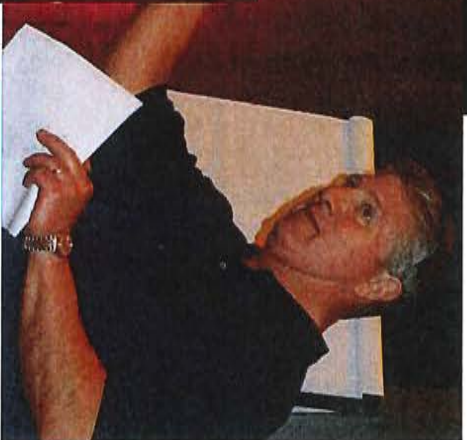
## Held at Hyatt Regency Lost Pines Resort through 2018

*Texas Travel Industry Association's*



# Travel & Tourism COLLEGE

*Hyatt Regency Lost Pines Resort*  
★ *Austin/Bastrop* ★



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# Texas DMO Empowered

**“Best educational day and a half I have ever experienced in our industry.”**



*Texas Travel Industry Association's*

## Texas DMO **EMPOWERED**

**“As a veteran in the industry, I came away with something valuable from each session.”**



**100 YEARS OF ADVANCING DESTINATIONS**



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# What Travel Means to Texas

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# What Travel Means to Texas

- \$70.6 Billion in Direct Travel Spending
- \$3.8 Billion in Federal Taxes
- \$3 Billion in State Taxes
- \$1.1 Billion in Local Taxes
- 630,00 Direct Jobs; 470,000 Indirect Jobs
- GDP – Travel & Tourism is an Export Industry
- Texas Tourism State DMO \$40 Million Budget = ROI of \$7 to \$1

*If not for Travel & Tourism in Texas, each Texas household would have to pay \$840 in additional taxes annually.*

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# What Travel Means to Bastrop

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# What Travel Means to Bastrop

- **Improve Quality of Life for Citizens**
- **Economic Engine** (\$152 million Travel Spending – Bastrop Co.)
- **Jobs/Careers** (1,810 industry jobs – Bastrop Co., avg earnings \$34,000/yr)
- **Tax Revenues** (est. \$3.4 million industry tax revenues – Bastrop Co.)
  - Lodging Tax
  - Sales Tax
  - Property Tax

*If not for Travel & Tourism in Bastrop County, each Bastrop County household would have to pay \$427 in additional taxes annually.*

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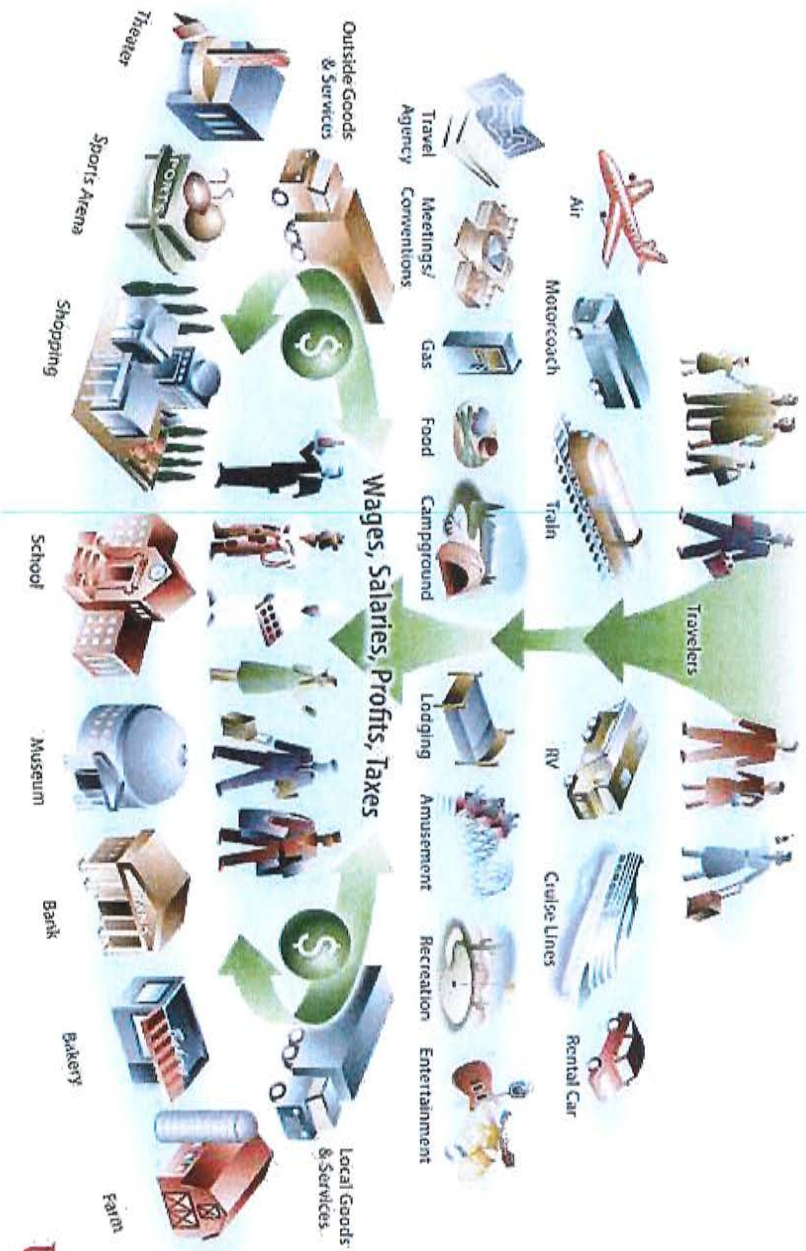
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# TTTIA

# The Power of Travel

## The Power of Travel

How Travel Dollars Support America



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U.S. TRAVEL  
ASSOCIATION



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# **Why a DMO for Bastrop**

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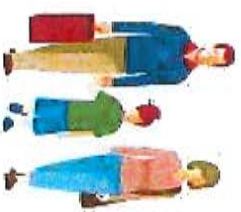
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# DMO Opportunity for Bastrop

Travel Marketing and Promotion

**PROMOTION**  
COMMERCIAL AND  
MARKETING ADVERTISEMENTS  
PRODUCT RESEARCH  
INTERNET MEDIA  
SOCIAL MEDIA  
GRANDING RADDHO

Increased Visitor Trips



**TRAVEL  
PROMOTION'S  
VIRTUOUS  
CYCLE**



New Jobs & Tax Revenues



Additional Visitor Spending

**U.S. TRAVEL  
ASSOCIATION**

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# Benefits of a DMO

- Centralizes the Destination Marketing Efforts
- Unified Community Vision, Mission, Strategy
- Improved Efficiency of Operations, Marketing Efforts, and Spending of Tax Dollars
- One Primary Voice to Communicate with the Consumer
- Improved Accountability
- Better Serve the Community
- Economic Growth



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# **Recommended Process**

- 1. Renew Agreement with BMC**
- 2. Comprehensive Strategic Planning Process**

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# **TTTIA Recommendations**

## **Strategic Planning Process**

**One unified plan with a single vision, mission, goals, objectives, and measurable outcomes**

1. Comply with the Hotel Occupancy Tax Law
2. Community Assessment
3. Stakeholder Input
4. SWOT Analysis
5. Organizational Options for DMO
6. Tourism Strategic Plan for the DMO

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# TTTIA Recommendations

## Strategic Planning Process

1. **Comply with the Hotel Occupancy Tax Law: “Two Step”**
  - **Define Tourist**
  - **Directly Promote Tourism and Directly Promote the Convention & Hotel Industry, AND**
  - **Nine Categories – every expenditure must fit into 1 of 9 categories:**
    - Convention and Visitor Centers
    - Convention Registration
    - Advertising the City
    - Promotion of the Arts
    - Historical Restoration and Preservation
    - Sporting events in a county under one million in population
    - Enhancing or upgrading existing sports facilities or sports fields (only in certain cities)
    - Tourist transportation systems; and
    - Signage directing the public to sights and attractions that are visited frequently by hotel guests in the city
  - **Establish a Destination Marketing Organization**

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# **TTTIA Recommendations**

## **Strategic Planning Process**

### **2. Community Assessment (Situational Review)**

- **Travel/Tourism Assets**
- **Current HOT Revenues and Distribution**
- **Proximity**
- **Potential Consumer Markets (Research)**
- **Potential Meetings Markets**
- **Brand Awareness**



# TTTIA Recommendations

## Strategic Planning Process

### 3. Stakeholder Input

- Determine Community Tourism needs and prioritize:
  - Surveys
  - Nominal Group Technique, etc.
- Traditional Stakeholders
- Non-Traditional Stakeholders
- Public Stakeholders



# TTTIA Recommendations

## Strategic Planning Process

### 4. SWOT Analysis – Task Force of appropriate stakeholders representing key industry sectors

- **Strengths** – Assess and prioritize your community’s internal strengths within your control (e.g., tangible assets; advantages over your competition; resources; proximity; etc.)
- **Weaknesses** – Assess and prioritize your community’s internal weaknesses (e.g., fragmentation of funding and messaging; lack of effective brand; etc.)
- **Opportunities** – External factors that provide opportunities to prosper (e.g., market potential; image/brand; funding; etc.)
- **Threats** – External factors beyond your control (e.g., industry trends; economic conditions; consumer trends; etc.)



# TTTIA Recommendations

## Strategic Planning Process

### 5. Define Role of a DMO

- **Organizational Options for DMO**
  - City Department
  - Economic Development Corporation
  - Chamber of Commerce
  - Independent Convention & Visitors Bureau (501c6)
- **DMO Benchmarking**
  - What best fits the needs of the community and best supports the needs and objectives of the strategic plan
- **Staffing**
  - Develops and implements an annual strategic marketing plan



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# TTTIA Recommendations

## Strategic Planning Process

### 6. Strategic Plan for the DMO (One, Unified Strategic Plan – One Mission, One Vision)

- **Examples:**

The Mission of The Woodlands Convention & Visitors Bureau is to position The Woodlands as a regionally, nationally, and internationally recognized tourist destination by developing quality marketing programs and events to attract visitors and stimulate economic development and growth.

The Mission of the Fredericksburg Convention & Visitors Bureau is to market Fredericksburg and Gillespie County as a premier travel destination on the regional, national and international stage thereby creating a positive impact on the local economy and the quality of life here.

The Mission of the San Antonio Convention & Visitors Bureau is to promote and market San Antonio as a premier visitor and convention/meeting destination for the purpose of positively affecting the City's economy.

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# TTTIA Recommendations

## Strategic Planning Process

### 6. Strategic Plan for the DMO (cont.)

- **Board**
  - Stakeholders, representation from the city, appointed by City Council
  - 7 to 9 members

- **Advisory Board**

- Advisory only. No oversight authority, offers industry strategic expertise and advice on promotion and marketing activities

**OR**

- **Board of Directors**

- Stakeholders
- City Council member(s)/liaison
- Oversee the budget and operations of the DMO, per the strategic plan and presents a strategic budget to City Council for approval

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# **Estimated Timeline**

## **December 1, 2015 – May 31, 2016**

1. Community Assessment – February 6
2. Stakeholder Input – February 6
3. SWOT Analysis – March 4
4. Options for DMO – May 1
5. Report to Council – May 31



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# Contact Information

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**[www.ttia.org](http://www.ttia.org)**

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## **COUNCIL MEMBER GILLELAND**

### **Item E.iii**

**Tourism Dept / DMO / BMC-Hyatt contract / Convention Center - how can we be the best stewards of this revenue stream?**

Specifically, we need to stop talking and start taking actions.

## **COUNCIL MEMBER MCANALLY**

### **Item E.iii**

**DMO Creation** – Creation of City of Bastrop Department of Tourism – run by Director of Tourism and Public Affairs – a tourism professional, answerable to Mike.

**RESOLUTION NO. R - 2016 - 1**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS,  
CALLING FOR THE FORMATION OF A NEW CITY DEPARTMENT OF  
MARKETING, TOURISM AND PUBLIC AFFAIRS; ENUMERATING PURPOSES  
AND OBJECTIVES RELATED TO THE FORMATION OF SAME; PROVIDING A  
SEVERABILITY CLAUSE; AND PROVIDING AN EFFECTIVE DATE.**

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**WHEREAS**, pursuant to the authority granted to the City Council by the Home Rule Charter, Article III, Section 3.01(2), which provides that the City Council may, at its discretion, establish new administrative departments in the City, when it finds that to do so is in the best interest of the administration of the City; and

**WHEREAS**, over the past months, the City Council has evaluated various alternatives for coordinating and operating cooperative and collaborative organization and operation of community wide and area wide marketing, promotion of tourism and public affairs, and has evaluated with the assistances of the City Manager alternatives for funding such enterprises; and

**WHEREAS**, the City Council has determined that it is in the City's and the community's best interest to form a new City Department to oversee the formation of a Destination Marketing Organization ("DMO") that will operate to handle the tasks assigned to the Department, to be known as the "Department of Marketing, Tourism and Public Affairs"; and

**WHEREAS**, the City Manager and City Council will budget for the formation, staffing and operation of the new Department of Marketing, Tourism and Public Affairs, to undertake the purposes and objectives enumerated herein below.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS, THAT:**

**Part 1:** The City Council hereby creates a new City Department, to be known as the "Department of Marketing, Tourism and Public Affairs."

**Part 2:** The City Council currently envisions that the Department of Marketing, Tourism and Public Affairs will, under the direction of the City Manager, be responsible for the following objectives:

1. Oversee the formation of the City's Destination Marketing Organization (DMO).
2. Operate the DMO, for the benefit of the City, the community and the Bastrop area as a whole.
3. Oversee the management of a City Visitor's Center.

4. Manage the City's HOT revenue funded special events and marketing for same, such as future Rodeo Arena events.
5. Liaise with the Rodeo and Homecoming groups to enhance marketing and promote tourism for these events and the City, as a whole.
6. Oversee Marketing and Sales for the Convention Center.
7. Liaise with the Hyatt Lost Pines Spa and Resort, regarding the work done jointly, under the contract between the City and the Hyatt for area marketing.
8. Oversee Main Street and liaise with the Main Street Director on tourism events and other special events to promote tourism in the City, and Bastrop area.
9. Liaise with other City Boards, volunteer groups, and community programs, that promote tourism, such as the BAIPP, the Opera House, and the Historical Society County Museum, and the Chamber of Commerce.
10. Serve as a communication officer for the press, citizens, community groups requesting information from the City.
11. Oversee the City's PEG Channel content and programming.
12. Liaise with all local hotels, motels, inns and B&Bs to maximize marketing with HOT funds, to promote area wide tourism in Bastrop.
13. Liaise with the Bastrop County Department of Tourism to collaborate and promote marketing that is effective in the Bastrop County region, as a whole.
14. Assist the City Manager on other marketing, tourism, and public affairs tasks as requested and directed.

**Part 3:** The City Council acknowledges that the above enumerated list of tasks and objectives is conceptual and preliminary in nature, because this is a new department of the City, and consequently, this Department's responsibilities will likely evolve as the Department is formed, staffed and its work is initiated.

**Part 4:** The City will budget and fund the operation and staffing of the Department of Marketing, Tourism and Public Affairs primarily through the revenues generated to the City from its receipt of Hotel Occupancy Taxes, supplemented by other fiscal resources, as necessary or prudent.

**Part 5:** If any section or part of this Resolution is held to be invalid or unconstitutional by a court of competent jurisdiction, that holding shall not invalidate or impair the validity, force or effect of any other section or part of this Resolution.

**Part 6:** This Resolution supersedes and repeals all Resolutions or parts of Resolution, if any, in conflict herewith; however, such present Resolutions shall remain in full force and effect until the effective date of this Resolution.

**Part 7:** This Resolution shall take effect upon the date of passage noted below.

**READ and ADOPTED** on the 12th day of January, 2016.

**APPROVED:**

**ATTEST:**

**E.v**

**COUNCIL MEMBER MCANALLY**

**Item E.v**

**Attorney Fees** – Professional research results of comparison of Bastrop’s legal fees with comparable cities.

**COUNCIL MEMBER SCHIFF**

**Item E.v**

**City legal fees** and consideration of hiring an in-house attorney

## Discussion and Review of Legal Costs Incurred by the City in 2015:

At the December 8, 2015 City Council meeting concern was expressed regarding the amount the City is paying for Legal Costs. In response to this concern, I have started looking at what other municipalities incur, annually, for their average legal costs. This is a very complex question to evaluate because, to do a fair evaluation, you need to take a number of critical factors into account in doing this type of evaluation.

- Specifically, you need to look beyond 'just the population count of a city' in evaluating legal costs incurred, because that factor alone doesn't necessarily drive legal costs, and so, it isn't the sole basis for a good and equitable comparison. In fact, there is never going to be a "1 to 1" exact comparison that Bastrop can point to (regardless of the population count in another city) to justify or critique its legal costs, because all cities operate so differently and all experience such a wide variety of different forces that drive such costs.
- Factors such as the:
  - City's economic growth, developmental activity of a city,
  - whether the city is civil service,
  - Or oversees numerous special districts, such as PIDS, MUDS, WCIS, etc.,
  - All factor into a communities legal needs, not merely how many people reside in the corporate limits. I've made a quick list of unique factors that I believe drive some of the City's legal costs, like the fact that Bastrop has a high number of ORRs each year versus other cities of only 9,000 population.
- The 2015 year was an extremely busy year for the City and we dealt with an enormous number of very complex and challenging legal matters, as a City. Other factors that drive costs are things such as the fact that though the Home Rule Charter requires that the Council hold only 23 City Council meetings each year, in 2015, the City Council held 38 meetings, and the City Attorney attended them.
- In addition, while most communities our size have only 5 to 8 boards and commissions, the City of Bastrop has 17 or 18. And the City Attorney assists all of them, as well.

I will continue to work on evaluating our use of legal counsel, and how that may be restructures and done more efficiently and I plan on having a more detailed report at the January 26, 2016 City Council meeting. In the meantime, because our City Attorney only performs work on request by the City, in order to keep costs to an absolute minimum, I also taken the following steps:

1. I have let the Directors know that, prior to Director contacting the City Attorney, they need to get with me briefly, regarding the nature of their request, and let me know about the urgency of their request for legal advice and input. All Directors know if it's an emergency, then they can and should contact the City Attorney immediately.

2. Legal Review: I have coordinated with the City Attorney so that we have Legal Review every other Wednesday. It is at legal review that we can very efficiently go over pending legal matters and reduce travel and discussion time to a minimum. If a Director has items for Legal Review, they type up a "cover sheet" detailing the nature of their request and provide pertinent back-up information. I take all of Director's request and put together a "legal agenda" and give them the date/time we'll be going over their request. I provide the City Attorney with Legal Packet a couple of days in advance, so the City Attorney will have opportunity to review the subject matter to be covered at the scheduled by-monthly Legal Review and this increases efficiency as well. If there are not enough requests to have at least a "half-day" for Legal Review, then, I will cancel that legal review and schedule the pending items first for next legal review.

3. City Attorney Attendance at City Council Meetings: I believe the Council and I should evaluate whether or not the City Attorney needs to attend every City Council, in its entirety. Further, if there is a legal matter that City Attorney needs to review with the Council, we could adjust the agenda to handle these matters up front (including executive session) and then the attorney could leave, thereby reducing time spent and costs incurred.

At the end of the day, the questions that the Council will want to ask [These are the types of questions I will be asking and analyzing as I evaluate this matter] and reflect upon in evaluating our legal representation will include these:

1. Does how we currently operate, "work" well for us?
2. Does the City Attorney provide us with adequate support?
3. Are they responsive and professional? Do they return calls and emails? Are they available to attend meetings when asked? Are they on time with assignments and requests?
4. Is the legal work generated by the attorney satisfactory? Is the advice given 'sound' and in keeping with law?
5. Does the City Attorney also provide support, advice, and counsel beyond merely quoting the law? Is that input helpful to management, staff and Council?
6. Does the Management, staff and Council generally get along well with the City Attorney, or are they constantly at odds?
7. Is the attorney respected in the State's and Central Texas legal community?
8. Is the City experiencing repeated lawsuits from State Agencies, Federal Government, or employees, or developers and companies doing business with the City? What financial losses has the City experienced in judicial judgements against the City, over the years?
9. Does the City suffer losses and liability, year after year, that the lawyer could have reasonably prevented, if s/he had advised the City differently?
10. Has the City Manager and City Council been able to budget in a way that allows it to afford the attorney?



11. Have there been disputes with the attorney over the billing?
12. Is the lawyer's hourly rate reasonable, and in line when compared with other attorneys with comparable municipal law expertise and years of practice? (30 year attorney/in Central Texas)?
13. Does the City understand from the billing it receives what work is being performed by the attorney on behalf of the City?
14. Is the attorney charging unreasonable amounts for "incidental charges?"
15. Could the City do as well if it employed, as city employees, in-house lawyers?
  - a. An initial analysis of the work done in 2015 alone indicates that the City would likely need 2 lawyers, a paralegal and/or a legal secretary to perform the work, at the level, that the City currently generates/needs. This is because of the level of activity that the City is experiencing in this exciting time of growth and development as a thriving community near

**E.vi**

**COUNCIL MEMBER GILLELAND**

**Item E.vi**

**Quality of Life** - Are we meeting the needs expressed by citizens and study groups (comprehensive plan, vision task force, etc)? What do we need to be looking at for the next 2-5-10 years?

**COUNCIL MEMBER MCANALLY**

**Item E.vi**

**Quality of Life** – Are quality of life issues a priority for our community? Do we want to keep quality of life issues as a high priority for Bastrop to attract new residents, new businesses, and serve our residents?

**E.vii**

## COUNCIL MEMBER GILLELAND

### Item E.vii

Are we making the best use of our **boards, commissions, and task forces**? Do we need them all? Do we need more/different ones? Why do some boards have more members than others? Why do some have term limits and others do not? Is appointment by mayor the most effective way to attract the best talent?

**E.viii**

## **COUNCIL MEMBER MCANALLY**

### **Item E.viii**

**Open Meetings Act** & who gets to say what at Council meetings; Roles & responsibilities of Mayor and Council/Review Charter?

- Time allocations for agenda items
- Creation of new Council Code of Conduct and enforcement of Rules of Decorum
- Tools for 3 minute time limit

# **E.ix**



**COUNCIL MEMBER MCANALLY**

**Item E.ix**

**Rules/Goals for Realizing Projects** – establishing priorities, goal setting, timeline

**E.x**

## **Diversity on City Boards, Commissions, Committees, and Task Forces: A Demographic Analysis**

Since most become members of these entities by mayoral appointment and council confirmation, I made a study for the benefit of the council and the citizens.

**(The spread sheets following this page show details of the following summaries.)**

### **All Commissions, Boards, Committees, and Task Forces:**

- **Male – 54% and Female 46%**
- **White 80%, African-American 11%, Hispanic 8%, and Asian .01%**
- **(est.) 50 years of age and older – 81% and (est.) under 50 years of age – 19%**

### **Commissions, Committees, Boards, and Task Forces excluding members who gained seats other than by appointment by the mayor's initiative and confirmation by the council.**

(This analysis excludes the Main Street Board, presented by the board as nominees; Vision Task Force, chosen by Council Member McAnally; Form Based Code Committee ex officio members from other city entities; ex-officio members of the Hunters Crossing PID Board (City Manager and a Council Member); and the ex-officio member of the Historical Landmark Commission from the Planning and Zoning Board.)

- **Male 58% and Female 42%**
- **White – 78%; African-American – 14%; Hispanic – 8%; and Asian .01%**
- **(est.) over 50 years of age – 80% and (est.) under 50 years of age – 20%**

For a year and a half, I have continually attempted to expand the diversity of these entities. I have recruited people of color, sought the service of younger citizens, and appointed men and women who comprise a broad spectrum of years since they first moved to Bastrop.

I am happy to stand on my record, which shows considerable advancement in these categories, compared with totals of those first appointed both by me and by my predecessors.

### **My appointments of individuals for service for the first time on a particular board.**

(Excluding those I continued after they were first appointed by Mayors Lock, Scott, and Orr.)

- **White – 61%, African-Americans - 21%, and Hispanics - 18%.**
- **(est.) 50 years of age and older– 73% and (est.) under 50 years of age – 27%**
- **Years having lived in Bastrop when first appointed: 40 or more – 8 (24%); twenty to thirty-nine – 6 (18%); six to nineteen – 10 (30%); and fewer than six – 9 (27%).**

Ken Kesselus

## **COUNCIL MEMBER MCANALLY**

### **Item E.x**

#### **Diversity**

Explanation of "Diversity" as inclusion of race, gender, disabled, sexual orientation. How councils are using transparency and communication to reach and encourage diversity on boards & commissions. Would like to see results of how Bastrop rates with representatives on boards and commissions to our population.

# **E.xi**

## **COUNCIL MEMBER GILLELAND**

### **Item E.xi**

**City staffing**, including city manager - his contract, succession plans for long term, possible assistant city manager? What do we need to be looking at for the next 2-5-10 years?

## **COUNCIL MEMBER MCANALLY**

### **Item E.xi**

#### **Council/Staff Relations**

Is the council affecting the morale of staff? What can we do to make our city a better place to work and create a stronger sense of pride in our city staff?