

**CALL TO ORDER**

Mayor Ruge called the meeting to order at 6:05 p.m.

**ROLL CALL**

City Secretary Alicia Ramirez certified a quorum with the following Council Members present:

Mayor Todd Ruge  
Mayor Pro Tem Bobby Lane  
Council Member Wiley Hopkins  
Council Member David Nuckels  
Council Member George Haehn  
Council Member Eileen Altmiller  
  
City Manager Kenneth Williams

Council Member Lee Urbanovsky was absent and excused from the meeting.

City Staff in attendance: Assistant City Manager/Development Chance Sparks, Assistant City Manager/Administration Micah Grau, City Secretary Alicia Ramirez, Tourism Director Lysa Gonzales, Main Street Manager Maggie Gillespie, and Executive Assistant Isabel Fernandez

The following board liaisons certified a quorum of their respective members present:

Economic Development Corporation	Chamber of Commerce	Main Street Advisory Board
Ann Miller, Executive Director/Liaison	JR Gonzales, Liaison	Maggie Gillespie, Liaison
Ron Fletcher, President	Jeremy De Alcala	Matthew Wright-Chair
Jose Montoya, Vice President	Jay Heinrich–Treasurer	Julie Renfro-Vice Chair
Jim Lewis, Treasurer	Deborah Pacheco–Secretary	Jessica Burke
Eileen Altmiller, Board Member	Roland Chankin	Karlyn Ellis
Joy Hart, Board Member	Carlos Porteny	Tammy Gray
Paul Morgan, Board Member	Vince Powell	Marley Zuniga
Zachariah Evans, EDC Legal Counsel	Absent- Britney Dodgen	Absent- Christi Anderson
	Christi Anderson	Mathew Putzi
	Penny Moulder	Richard Veregge
	Linda Thornburg	
Absent-John Hatch, Board Member		

**PUBLIC COMMENTS**

Public comment was made by Matt Burch, Cabela’s General Manager.

## **SPECIAL AGENDA**

### **PRESENTATION OF AND OVERVIEW OF SPECIAL MEETING PLANNING ACTIVITIES AND CITY OF BUDA MISSION, VISION, AND GOALS**

City Manager Kenneth Williams presented background information. *A copy of the presentation is part of the Permanent Supplemental Record.*

### **PRESENTATION BY ECONOMIC DEVELOPMENT CORPORATION (EDC) REGARDING ECONOMIC DEVELOPMENT IN BUDA, INCLUDING MISSION, VISION, AND GOALS OF THE ORGANIZATION**

EDC Director Ann Miller and Corporation President Ron Fletcher presented background information. *A copy of the presentation is part of the Permanent Supplemental Record.*

### **PRESENTATION BY THE CHAMBER OF COMMERCE REGARDING PROMOTING BUSINESS WITHIN BUDA, INCLUDING MISSION, VISION, AND GOALS OF THE ORGANIZATION**

Chamber Director J.R. Gonzales and Chairman Jeremy De Alcala presented background information. *A copy of the presentation is part of the Permanent Supplemental Record.*

### **PRESENTATION BY THE MAIN STREET ADVISORY BOARD REGARDING PROMOTING BUSINESS WITHIN THE BUDA MAIN STREET AREA, INCLUDING MISSION, VISION, AND GOALS OF THE ORGANIZATION**

Main Street Manager Maggie Gillespie and Chairman Matthew Wright presented background information. *A copy of the presentation is part of the Permanent Supplemental Record.*

### **PRESENTATION OF THE CITY OF BUDA TOURISM DEPARTMENT REPORT REGARDING PROMOTING BUSINESS AND TOURISM WITHIN BUDA, INCLUDING MISSION, VISION, AND GOALS OF THE ORGANIZATION**

Tourism Director Lysa Gonzales presented background information. *A copy of the presentation is part of the Permanent Supplemental Record.*

### **DISCUSSION OF CREATING A COLLABORATIVE ENVIRONMENT AMONG THE STAKEHOLDERS**

City Manager Kenneth Williams presented background information. *A copy of the presentation is part of the Permanent Supplemental Record.*

- Establishing Partnerships
- Existing Collaborations
- Sharing Information

### **PRESENTATION AND REVIEW OF PROBLEM SOLVING STRATEGIES**

City Manager Kenneth Williams presented background information. *A copy of the presentation is part of the Permanent Supplemental Record.*

- Practical Application

Mr. Williams presented a video on the Legacy West Project in Plano, Texas.

- Strengths, Weaknesses, Opportunity, & Threats (SWOT) Analysis

Mr. Williams facilitated an exercise outlining the SWOT Analysis. The following is a result of the exercise:

<p><b>STRENGTHS</b></p> <p>Growth Adequate Workforce Location Cabela's Economy Quality of Life People Downtown Texas Turnaround Education Level of its Citizens Income Level</p>	<p><b>WEAKNESSES</b></p> <p>Growth Water Location Affordable Hosing NIMBY-Not in my backyard mentality Not relying on retail Traffic Adequate Workforce</p>
<p><b>OPPORTUNITIES</b></p> <p>Growth Green Space Downtown Health Care Close proximity to higher education Annexation of Municipal Utility District (MUD) #1 Apprentice Program</p>	<p><b>THREATS</b></p> <p>Growth Location between Austin &amp; Kyle Income Level Water &amp; lack thereof Air Quality Stormwater</p>

**PRESENTATION AND REVIEW OF COLLABORATIVE FUTURE STRATEGIES AND GOALS**

- Goal identification
- Goal prioritization
- Member Organizations consensus and input

Mr. Williams facilitated an exercise outlining the various organization's goal identification and prioritization. The following is a result of the exercise:

Priority Order	Goal	Members Consensus Vote
1	All organizations look at Economic Development as the big picture with all others providing supporting efforts, thereby connecting all the pieces	16
2	Traffic Management	15
3	More Housing Options	14
3	Collaboration between all entities pertaining to downtown renovation/revitalization	14
4	Prioritize Drainage Issues	12

5	White Collar Jobs	10
6	Skilled Blue Collar Jobs	8
6	More Public Safety	8
7	Create a Tourism Board	7
8	Youth Recreation Programs/Sports	2
8	Quiet Railroad Crossings	2

**MEMBER ORGANIZATIONS' CLOSING COMMENTS REGARDING THE AGENDA TOPICS DISCUSSED**

It was suggested the boards consider conducting a joint meeting at least once a year, thereby reviewing the various organization's successes and measuring those results in comparison to the identified goals and priorities as well as updating the goals and priorities.

**ADJOURNMENT**

Motion, to adjourn the meeting, was made by Mayor Pro Tem Lane and seconded by Mayor Ruge. Motion carried unanimously.

There being no further business, the meeting was adjourned at 8:33 p.m.

**THE CITY OF BUDA, TEXAS**

\_\_\_\_\_  
Todd Ruge, Mayor

ATTEST:

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Alicia Ramirez, TRMC                      DATE  
City Secretary

**In accordance with Article III, Section 3.10, of the Official Code of the City of Buda, the minutes of this meeting consist of the preceding Minute Record and the Supplemental Minute Record. Details on Council meetings may be obtained from the City Secretary's Office, or audio or video of the entire meeting may be downloaded from the website. (Portions of the Supplemental Minute Record audio or video tape recording may be distorted due to equipment malfunction or other uncontrollable factors.)**