

MINUTES OF THE WORK SESSION MEETING OF THE CITY COUNCIL OF THE CITY OF JERSEY VILLAGE, TEXAS, HELD ON JUNE 16, 2014 AT 5:30 P.M. IN THE CIVIC CENTER MEETING ROOM, 16327 LAKEVIEW, JERSEY VILLAGE, TEXAS.

A. The meeting was called to order by Mayor Erskine at 5:30 p.m. with the following present:

Mayor, Rod Erskine	City Manager, Mike Castro, PhD
Council Member, Justin Ray	City Secretary, Lorri Coody
Council Member, Greg Holden	
Council Member, Harry Beckwith III, PE	
Council Member, Sheri Sheppard	
Council Member, Jill Klein	

B. Meet with the City's Comprehensive Planning Consultants, Freese and Nichols, in order to identify the future vision, goals, and objectives for the City of Jersey Village as it relates to updating the City's Comprehensive Plan.

Consultant and Project Manager, Shad Comeaux, with Freese and Nichols was present to work with Council in order to identify the future vision, goals, and objectives for the City. He began the presentation with introductions of his Staff and then asked for introduction from Council and City Staff attending the meeting.

His presentation included information on the following:

1. What is a Comprehensive Plan;
2. The Planning Process;
3. The Project Schedule;
4. A recap of the 1st CPAC Meeting;
5. The Project Website; and
6. A SWOT/Polling Exercise.

Most of the meeting time was spent conducting the SWOT/Polling Exercise which included answering and discussing certain questions related to identifying the City's strengths, weaknesses, opportunities, and threats in order to understand the future vision, goals, and objectives for the City's Comprehensive Plan.

The questions answered along with their corresponding percentages are as follows:

What do you like most about living in Jersey Village? (Choose top three)

1. Parks	22%
2. Neighborhoods	38%
3. Recreation	13%
4. Schools	0%
5. Employment	0%
6. Shopping	4%
7. Central location	26%

WORK SESSION MEETING OF THE CITY COUNCIL
CITY OF JERSEY VILLAGE, TEXAS – June 16, 2014

The City has quality, walkable neighborhood streets with sufficient trees, sidewalks, and lighting.

1. Strongly agree	57%
2. Agree	14%
3. Neutral	29%
4. Disagree	0%
5. Strongly disagree	0%

In connection with this question, Council discussed the areas of the City that could use improvement in terms of being walkable. Some stated that the sidewalks are not connected.

Which of the following outcomes fit within your definition of “economic development”? (Choose all that apply)

1. Job creation	0%
2. Infrastructure improvements	7%
3. Attraction of retail, restaurants, or entertainment venues	27%
4. Expansion or diversification of the property tax base	17%
5. Revitalization of declining areas	0%
6. Promotion of new development	27%
7. Improvement of the city’s Image or perception	20%
8. Improved housing options	0%
9. Other	3%

What are the greatest threats to Jersey Village economic growth? (Rank in order of perceived impact)

1. Impacts during US 290 construction	18%
2. Revised floodplain maps	10%
3. Aging of the residential housing base	13%
4. Loss of commercial base due to 290 expansion	24%
5. Constrained city footprint	11%
6. Decline of surrounding areas	19%
7. Other	4%

The “other” category represented the following: (1) The concern for a Beltway 8 expansion; (2) Competition with other neighborhoods; and (3) The revitalization of the City.

Discussion was had about the expansion of US Highway 290 in that it is both a temporary threat with the current construction work; and a long term threat should there be another expansion some 10 to 20 years from now. Council also discussed flooding issues and how FEMA regulations may make it prohibitive for home owners to rebuild after a storm, resulting in many abandoned homes.

WORK SESSION MEETING OF THE CITY COUNCIL
CITY OF JERSEY VILLAGE, TEXAS – June 16, 2014

What are the greatest opportunities for Jersey Village economic growth? (Rank in order of perceived impact)

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|---|-----|
| 1. US 290 expansion | 11% |
| 2. Freeway frontage redevelopment/master plan | 14% |
| 3. Annexation of properties in the ETJ | 31% |
| 4. Enhanced property maintenance codes | 12% |
| 5. Golf course redevelopment | 13% |
| 6. Access to transit | 13% |
| 7. Other | 5% |

Council engaged in discussion about the golf course. The course is comprised of 110 acres of City-owned land. Some members of the Council believed that a golf course may not be the best use for this land. It was thought that perhaps redevelopment of this land might be a better use. Nonetheless, other members believed that the golf course is a positive amenity for the City.

Will any of the following improvements or activities create an economic benefit for the city? (Choose all that apply)

- | | |
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| 1. Community identification signage | 23% |
| 2. Freeway corridor beautification during 290 reconstruction | 18% |
| 3. Image/Branding/Marketing campaign | 23% |
| 4. Annexation | 14% |
| 5. Flood mitigation improvements | 14% |
| 6. Strengthen code enforcement | 9% |
| 7. Other | |

Council engaged in discussion about code enforcement and why this issue is a top concern of citizens, but not among the top concerns for City Council. The consensus of Council was that most residents' ideas for code enforcement encompass actions that City Council is not permitted by law to effect. Additionally, Council discussed that their interest in annexation would be driven by establishment of desirable businesses.

What is the highest and best use for the golf course? (Rank in order of preference)

- | | |
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| 1. Golf Course | 60% |
| 2. Redevelop as general park space | 8% |
| 3. Single Family Residential development | 7% |
| 4. High-density residential development | 0% |
| 5. Commercial/retail development | 0% |
| 6. Mixed use "town center" type development
(commercial/office/retail/restaurant/residential) | 9% |
| 7. Other | 17% |

WORK SESSION MEETING OF THE CITY COUNCIL
CITY OF JERSEY VILLAGE, TEXAS – June 16, 2014

Council engaged in extensive discussion about the golf course. Currently, this land is not counted as part of the City’s park lands. Some felt that the best use of this land 20 years out may not be a golf course.

In which types of public-private partnerships should the city participate? (Choose top three)

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| 1. Provide financial assistance for demolition or environmental remediation | 6% |
| 2. Financially assist owners with upgrades to properties or businesses that will increase the marketability of retail/commercial space | 31% |
| 3. Reimburse owners/developers for costs associated with improving the appearance of the street environment | 6% |
| 4. Reimburse owners/developers for costs associated with upgrading public infrastructure | 13% |
| 5. Bridging funding gaps between what private developers can pay and the cost of development or redevelopment | 25% |
| 6. Other | 19% |

The other category represents none of the above, rather than some other partnership. Council Members felt that Jersey Village is a small town without many resources and our tax base is limited. Some felt that there was some room for tax abatements. The consultant explained that there are two ways to engage public-private partnerships: incentives or reimbursements with tax dollars through special districts.

Parks and open spaces are important to the overall quality of life for the community?

- | | |
|----------------------|-----|
| 1. Strongly agree | 88% |
| 2. Agree | 13% |
| 3. Neutral | 0% |
| 4. Disagree | 0% |
| 5. Strongly disagree | 0% |

Does the City have sufficient parks and open space facilities to meet the future needs of the community?

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| 1. Yes | 86% |
| 2. No | 0% |
| 3. Not sure | 14% |

Which City Park and open space facility do you visit the most? (Choose all that apply)

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|-------------------------------------|----|
| 1. Carol Fox Park | 2% |
| 2. Swimming Pool @ Clark Henry Park | 7% |
| 3. Clark Henry Park | 7% |

WORK SESSION MEETING OF THE CITY COUNCIL
CITY OF JERSEY VILLAGE, TEXAS – June 16, 2014

4. White Oak Bayou Trail	0%
5. Golf Course	25%
6. Detention Pond Park Trail	31%
7. Pocket Parks (Delozier Ct, St. Johns Cr. Country Club Cr., etc.,)	6%
8. Undeveloped bayous	0%
9. Other	0%

Which City Park and open space is the most important to serving the needs of the community? (Choose the top three)

1. Carol Fox Park	29%
2. Swimming Pool @ Clark Henry Park	17%
3. Clark Henry Park	15%
4. White Oak Bayou Trail	0%
5. Golf Course	27%
6. Detention Pond Park Trail	9%
7. Pocket Parks (Delozier Ct, St. Johns Cr. Country Club Cr., etc.,)	4%
8. Undeveloped bayous	0%
9. Other	0%

Which of the following activities and/or open spaces do you believe would enhance the City's parks and recreation system? (Choose the top three)

1. Dog park	17%
2. Outdoor amphitheater	4%
3. Expanded trail system and/or exercise trail	26%
4. Special events space and/or memorial plazas	9%
5. Splash pad water play	26%
6. Nature trails and wildlife habitats	4%
7. Community garden	4%
8. Picnic areas	4%
9. Disc golf course	0%
10. Skate park	4%

The condition of the landscape and adjacent properties along Hwy 290 and Beltway 8 affects the overall community character of the City.

1. Strongly agree	50%
2. Agree	38%
3. Neutral	13%
4. Disagree	0%
5. Strongly disagree	0%

WORK SESSION MEETING OF THE CITY COUNCIL
CITY OF JERSEY VILLAGE, TEXAS – June 16, 2014

Which of the following do you believe would enhance the overall community character and identity for Jersey Village? (Choose all that apply)

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| 1. Landscape development along SH 290. | 9% |
| 2. Landscape development along Beltway 8 | 0% |
| 3. Landscaped development along Jones Road | 14% |
| 4. Landscape development for Jersey Village Crossing | 18% |
| 5. Entry monumentation and Landscape (Senate Ave., Village Green, Jersey Meadows Dr., Village Dr., Philippine, etc.) | 32% |
| 6. Way finding signage throughout the community with City logo/brand (i.e. thematic regulatory signs, directional, facility signage) | 27% |

What City services would you reduce or eliminate to help fund proposed project/services?

In response to this question, it was the consensus of Council that the City runs a tight budget and it would be difficult to cut the budget further. Most felt that the City's biggest assets are its Fire and Police protection. They felt that other neighborhoods find it difficult to compete.

What is the one thing you would like this Plan to address?

- | | |
|--|--------|
| 1. The plan needs to be realistic/achievable | 18.75% |
| 2. Economic Development | 56.25% |
| 3. Image Improvement – a destination City | 25% |

In completing the presentation, the Consultants announced that the next meeting will be a Community Roundtable on July 10.

C. ADJOURN

The meeting was adjourned at 6:57 p.m.

Lorri Coody, City Secretary