

MINUTES OF THE WORK SESSION MEETING OF THE CITY COUNCIL OF THE CITY OF JERSEY VILLAGE, TEXAS, HELD ON SEPTEMBER 14, 2015 AT 6:00 P.M. IN THE CIVIC CENTER MEETING ROOM AT 16327 LAKEVIE DRIVE, JERSEY VILLAGE, TEXAS 77040.

A. The meeting was called to order by Mayor Ray at 6:01 p.m. with the following present:

Mayor, Justin Ray	City Manager, Mike Castro, PhD
Council Member, Andrew Mitcham	City Secretary, Lorri Coody
Council Member, Greg Holden	
Council Member, C. J. Harper	
Council Member, Sheri Sheppard	
Council Member, Tom Eustace	

Staff in attendance: Mark Bitz, Fire Chief; Eric Foerster, Chief of Police; Mitch Grant, Interim Director of Public Works; Isabel Kato, Director of Finance; and Kimberly Terrell, Director of Parks and Recreation.

B. Discuss and take appropriate action regarding implementation of the City of Jersey Village Comprehensive Plan.

Background information on this item is as follows: Council met on August 24, 2015 to review the Draft Comprehensive Plan Document.

This item is for City Council to continue the review of the draft plan in order to determine its suitability for adoption.

The goals for tonight's meeting are two-fold. First, Council will review the August 24, 2015 edit document to insure accuracy and to ensure it is consistent with City Council's original guidance. Second, Council will focus on selecting recommendations to move from the general category to the priority category.

Council began with the review of the August 24, 2015 edit document to insure accuracy and to ensure it is consistent with City Council's original guidance. In completing the discussion/review, it was the consensus of Council that the list of priority recommendations as edited is correct.

In completing the review of the priority recommendations, Council focused on selecting recommendations to move from the general category (pages 9.11 through 9.28 of the draft plan) to the priority category.

To assist Council with the selection process, City Manager, Mike Castro, facilitated a selection exercise wherein each Council Member reviewed the list of general recommendations and chose three (3) to five (5) items from each of the following general recommendation categories that they would like to see prioritized into the priority recommendation list:

1. Future Land Use Recommendations;
2. Transportation & Circulation Recommendations;
3. Economic Development Recommendations;

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4. Parks, Recreation & Open Space Recommendations;
5. Community Character Recommendations; and
6. Community Facilities Recommendations.

Once the review was complete, Staff assisted with making a list of the selections by category as follows:

1. **Future Land Use Recommendations**
 - a. Promote and improve Golf Course facilities and operations; and
 - b. Ensure that water and sewer infrastructure is adequate.
2. **Transportation & Circulation Recommendations**
 - a. Develop a US HWY 290 corridor plan;
 - b. Extend Jersey Meadows Drive to Rio Grande Street;
 - c. Encourage the extension of Taylor Road; and
 - d. Provide alternative parking for Village Drive.
3. **Economic Development Recommendations**
 - a. Establish a US HWY 290 zoning overlay district;
 - b. Have a single point of contact for business permitting;
 - c. Retail marketing analysis; and
 - d. Marketing materials to promote Jersey Village.
4. **Parks, Recreation & Open Space Recommendations**
 - a. Convert underutilized spaces to mini parks/FEMA land;
 - b. Marketing analysis for the Golf Course; and
 - c. Explore feasibility of banquet and meeting rooms for the Golf Course.
5. **Community Character Recommendations**
 - a. Review code enforcement procedures; and
 - b. Conduct branding study.
6. **Community Facilities Recommendations**
 - a. Replace Golf Course Cart Barn; and
 - b. Marketing analysis for club house adequacy.

In completing the listing, Council Members then conducted a series of votes to identify items from the above listing that they would like to see moved to the priority recommendation list. After the voting, the list was narrowed to the following:

1. **Future Land Use Recommendations**
 - a. Promote and improve Golf Course facilities and operations.
2. **Transportation & Circulation Recommendations**
 - a. Extend Jersey Meadows Drive to Rio Grande Street.
3. **Parks, Recreation & Open Space Recommendations**
 - a. Marketing analysis for the Golf Course.
4. **Community Character Recommendations**
 - a. Conduct branding study.
5. **Community Facilities Recommendations**

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- a. Replace Golf Course Cart Barn.

Council then discussed the five (5) choices and determined that three (3) of the items should be condensed into one (1) issue. With this in mind, it was the consensus of Council that the following two (2) items be moved to the priority list:

1. **Future Land Use Recommendations**
 - a. Promote and improve Golf Course facilities and operations.
2. **Transportation & Circulation Recommendations**
 - a. Extend Jersey Meadows Drive to Rio Grande Street.

Council then discussed the meaning of their final selections. There was detailed discussion on extending Jersey Meadows to Rio Grande. Most felt that this was a “hot topic” for residents and that there would be support on both sides of the issue. Council discussed the timing of the extension as well as the need. It was the consensus of Council that more information was needed in order to determine the pros and cons of such extension. Accordingly, the recommendation was reworded to read: Perform analysis to determine viability of Jersey Meadows extension.

With this revision, the consensus of Council was to move the following two (2) general recommendations to the priority recommendation list:

1. **Future Land Use Recommendations**
 - a. Promote and improve Golf Course facilities and operations.
2. **Transportation & Circulation Recommendations**
 - a. Perform analysis to determine viability of Jersey Meadows extension.

The updated/edited list of Priority Recommendations is more fully detailed in Exhibit A, which is attached to and made a part of these minutes.

Council then discussed the next steps in the review process which include:

1. A review of the general recommendation list in order to identify items for elimination; and
2. Identify broad areas where the draft plan is silent.

With these steps in mind, Mayor Ray asked Staff to review the general recommendations list and make recommendations concerning deletions, updates, etc. for Council to review at the next work session meeting to be held on October 12, 2015 at 6:00 PM.

C. Adjourn.

With no other items to be addressed by the Council, the meeting was adjourned at 7:35 p.m.

Lorri Coody, City Secretary

	Priority Recommendations	
STRATEGY	DESCRIPTION	RECOMMENDATION TYPE
Improve the City's entrances with landscaping and monumentation.	Prepare a landscape master plan for the design of City corridors and entrances with a consistent, identifiable character.	Plan/Study
Reduce visual clutter.	Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character, and identify remedies/action plans available to address concerns.	Plan/Study <u>(change also the entry on pg. 9.25)</u>
Upgrade City's logo and branding.	Explore potential logo application to proposed city entrance signage.	Capital Improvements
Create a sense of place and maximize the visual appeal of the Highway 290 corridor city.	Review existing development codes for to identify in compatibility with <u>the vision and</u> desired uses (higher quality restaurants, services, and entertainment.)	Policy/Ordinance <u>(change also the entry on pg. 9.11)</u>
Invest in infrastructure that supports the revitalization of the Highway 290 corridor.	Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.	Coordination/Partnerships
Ease the processes encountered by business expansions and relocations.	Prepare a job description for a full-time economic development coordinator <u>Procure an Economic Development Consultant</u> to be considered by city management and the City Council.	Administrative <u>(change also the entry on pg. 9.20)</u>
Encourage housing and property maintenance to maintain neighborhood integrity.	Institute an annual program for assessing quality and useful life of neighborhood amenities, and allocate funds for replacement, additions, or remodels as needed.	Capital Improvements <u>(change also the entry on pg. 9.26)</u>
Provide pedestrian connections within the neighborhoods.	Develop neighborhood pedestrian connections through a trail system. Acquire/secure land needed for initial paths of trail system. Utilize existing bayous and conveyance channels to help expand the trail system if necessary.	Capital Improvements <u>(change also the entry on pg. 9.16)</u>
Create a consistent, identifiable signage design throughout the city.	Conduct a wayfinding signage master plan to explore potential thematic signs unique to the City to include street signs, directional, and facility signs.	Plan/Study

	Priority Recommendations	
STRATEGY	DESCRIPTION	RECOMMENDATION TYPE
Update existing parks and open spaces.	Update City's pool facility with new equipment, slides, a potential splash pad, and buildings.	Capital Improvements
Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.	Identify potential corporate sponsorships to provide additional recreational opportunities.	Coordination/Partnerships (change also the entry on pg. 9.22)
Encourage programs and events that engage the community.	Continue to target park grants funding sources.	Coordination/Partnerships (change also the entry on pg. 9.23)
Market Jersey Village to targeted businesses.	Expand marketing of the golf course for tournaments and other special events. <u>Develop and implement an expanded Marketing Plan for the Jersey Meadow Golf Course.</u>	Administrative (change also the entry on pg. 9.20)
Analyze annexation options for the ETJ property.	Conduct a full cost of service and revenue generation analysis for annexation of the extraterritorial jurisdiction (ETJ).	Plan/Study
Encourage development and investment in the Jersey Crossing district, and surrounding areas.	Consider mixed use development, combining residential and nonresidential uses. based principally on 1) how the various types of land uses relate to one another within the development, and 2) how the overall development relates to the existing land uses surrounding it.	Policy/Ordinance (change also the entry on pg. 9.13)
Increase access to ono-motorized transportation options to promote healthy living.	Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority. Solicit available funding for these types of pedestrian mobility accommodations.	Capital Improvements and Coordination/Partnerships (change also the entry on pg. 9.17)
Ensure that all storm runoff is handled in a safe and efficient manner, and that streets and neighborhoods are properly drained.	Continue to coordinate with the flood control district to ensure potential flood risk are minimized by creating a flood reduction committee (city staff, citizens, experts) appointed by City Council to liaison with Harris County Flood Control, to advocate for the continuation and completion of flood reduction projects that benefit the City. The City's Mayor will continue to coordinate meetings with Harris County Flood Control District.	Coordination/Partnerships (change also the entry on pg. 9.14)
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Priority Recommendations		
STRATEGY	DESCRIPTION	RECOMMENDATION TYPE
Ensure that all utilities serving city residents are of the same high standards.	Ensure all new development is served by city utilities or by utilities with equivalent levels of service. This will Ensure a fire service rating equivalent to the city's <u>current</u> rating <u>is maintained</u> .	Capital Improvements <u>(change also the entry on pg. 9.15)</u>
Maintain, replace, or improve the quality of city-owned structures.	Conduct a comprehensive study to evaluate, upgrade or replace all city facilities where employees work, with an emphasis on city hall, to bring them to a standard of quality that is appropriate for the community.	Plan/Study and Capital Improvements
Provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future.	Develop a long-term maintenance program to ensure adequate maintenance of existing and proposed facilities.	Program Development
Encourage housing and property maintenance to maintain neighborhood integrity.	Educate citizens on code enforcement requirements. Communicate status reporting of violations and corrections to the community. Information shared could be related to general types of violations, clearance rates, average time to contact, etc.	Community Outreach
<u>Added during 9-14-15 Work Session Meeting</u>	<u>Promote and improve Golf Course facilities and operations.</u>	
<u>Added during 9-14-15 Work Session Meeting</u>	<u>Perform analysis to determine viability of Jersey Meadows extension.</u>	
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