



**City of Willow Park
City Council
Regular Meeting Agenda
Municipal Complex
516 Ranch House Rd, Willow Park, TX 76087
Tuesday, January 28, 2020 at 7:00 p.m.**

Call to Order

Invocation & Pledge of Allegiance

Public Comments (Limited to five minutes per person)

Residents may address the Council regarding an item that is not listed on the agenda. Residents must complete a speaker form and turn it in to the Secretary five (5) minutes before the start of the meeting. The Rules of Procedure states that comments are to be limited to five (5) minutes. The Texas Open Meetings Act provides the following:

- (a) If, at a meeting of a governmental body, a member of the public or of the governmental body inquires about a subject for which notice has not been given as required by this subchapter, the notice provisions of this subchapter do not apply to:
 - (1) A statement of specific factual information given in response to the inquiry; or
 - (2) A recitation of existing policy in response to the inquiry.
- (b) Any deliberation of or decision about the subject of the inquiry shall be limited to a proposal to place the subject on the agenda for a subsequent meeting.

Consideration of Minutes

- A. Approve City Council Regular & Workshop Meeting Minutes – December 10, 2019, workshop and December 10, 2019 regular meeting minutes

Regular Agenda Items

1. Discussion/ Action: To consider and act on Ordinance 806-20, an ordinance calling the May 2, 2020, general election.
2. Discussion/ Action: To consider and act on allowing Dana Bowman to install a helipad on his property located at 100 Spanish Oak, in Willow Park.

3. Discussion/ Action: To consider and act on appointment of members to a committee to evaluate and recommend needs and solutions for a Municipal Complex.
4. Discussion/ Action: To consider and act on City of Willow Park Communications Policy.
5. Discussion/ Action: To consider and act on approval of the purchase of a sponsorship of the Ben Hogan Foundation in the amount of \$5,000.00 to be paid out of HOT Funds.
6. Discussion/ Action: To consider and act on approval of a site plan for the new playground.
7. Presentation: Councilmember Amy Fennell will discuss the Economic Development Training that she attended in Bastrop, Texas.
8. Discussion/ Action: To consider and act on items to be considered for future council meetings.
9. Discussion/ Action: To consider and act on setting the date and time for the next council meeting.

Executive Session

The City Council may convene into a closed executive session pursuant to the provisions of the Texas Open Meetings Act, Texas Government Code Chapter 551, in accordance with the authority contained in the following sections:

The City Council reserves the right to retire into closed, executive session on any of the regular agenda items listed above should the need arise and if authorized by Chapter 551, of the Texas Government Code, including but not limited to: Government Code Sections 551.071-Consultation with Attorney; 551.072-Deliberations about Real Property; 551.074-Personnel Matters; 551.087-Economic Development.

Following Executive Session, the City Council will reconvene into Regular Session and may take any action deemed necessary as a result of the Executive Session.

Regular Agenda Items

10. Discussion/ Action: To consider and act on items as a result of the Executive Session.

Informational

- A. Mayor & Council Member Comments
- B. City Manager’s Comments

Adjournment

I certify that the above notice of this meeting posted on the bulletin board at the municipal complex of the City of Willow Park, Texas on or before January 24, 2020, at 5:00 p.m.

Alicia Smith TRMC, CMC
City Secretary

If you plan to attend this public meeting and you have a disability that requires special arrangements at this meeting, please contact City Secretary’s Office at (817) 441-7108 ext. 6 or email at asmith@willowpark.org, at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

This public notice was removed from the official posting board at the Willow Park City Hall on the following date and time:

By: _____
City Secretary’s Office
City of Willow Park, Texas



**City of Willow Park
City Council - Special
Communications Policy Workshop Minutes
Municipal Complex
516 Ranch House Road, Willow Park, Texas
Tuesday, December 10, 2019, 6:30 PM**

Call to Order

Mayor Moss called the workshop to order at 6:30 pm.

Councilmembers Present:

Mayor Doyle Moss
Mayor ProTem Lea Young
Councilmember Amy Fennell
Councilmember Eric Contreras
Councilmember Greg Runnebaum
Councilmember Gary McKaughan

Staff Present:

City Manager Bryan Grimes
City Secretary Alicia Smith

Workshop Items:

- 1. Discussion Only: City of Willow Park Communications Policy.**
- 2. Discussion Only: City of Willow Park Web Site.**

City Manager Bryan Grimes and Communications Specialist Rose Kertok spoke giving the council an overview of the City's current means of communication with the public.

No action was taken at this meeting.

Adjournment

Workshop was adjourned at 6:55 PM.

ATTEST:

Doyle Moss, Mayor

ATTEST:

Alicia Smith, City Secretary



**City of Willow Park
City Council
Regular Meeting Minutes
Municipal Complex
516 Ranch House Rd, Willow Park, TX 76087
Tuesday, December 10, 2019 at 7:00 p.m.**

Call to Order

Mayor Moss called the meeting to order at 7:00 pm

Councilmembers Present:

Mayor Doyle Moss
Mayor ProTem Lea Young
Councilmember Amy Fennell
Councilmember Eric Contreras
Councilmember Greg Runnebaum
Councilmember Gary McKaughan

Staff Present:

City Manager Bryan Grimes
City Secretary Alicia Smith

Invocation & Pledge of Allegiance

Mayor Moss gave the invocation and led the pledge of allegiance.

Public Comments

None

Consideration of Minutes

A. Approve City Council Regular & Workshop Meeting Minutes – November 12, 2019.

Motion made by Councilmember McKaughan

To approve the council regular and workshop minutes, dated November 12, 2019.

Seconded by Councilmember Runnebaum

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

Regular Agenda Items

- 1. PUBLIC HEARING to consider comments on a petition requesting annexation of a 75.458-acre tract of land, situated in the J. M Froman Survey, Abstract No. 471, and the I& G.N. R.R. Company Survey, Abstract No. 1821, Parker County, Texas located in the 8500 Block East Bankhead Highway.**

A. Open Public Hearing

B. Close Public Hearing

Public hearing was opened at 7:05 pm.

Speaker for:

Mike Skaggs, Head of School for Trinity Christian Academy.

Speakers against:

None

Public Hearing was closed at 7:07 pm.

- 2. Discussion/ Action: Consider and act on adopting Ordinance 804-19, an ordinance annexing a 75.458-acre tract of land situated in the J.M. Froman Survey, Abstract No. 471, and the I.& G.N.R.R. Company Survey, Abstract 1821, Parker County, Texas.**

Motion made by Councilmember Contreras

To adopt Ordinance 840-19, an ordinance annexing a 75.458-acre tract of land, situated in the J. M Froman Survey, Abstract No. 471, and the I& G.N. R.R. Company Survey, Abstract No. 1821, Parker County, Texas located in the 8500 Block East Bankhead Highway.

Seconded by Councilmember Runnebaum

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan
Motion passed with a vote of 5-0.

3. Discussion/ Action: PUBLIC HEARING to consider and on a request to rezone from PD/R-1 Planned Development/ Single Family Residential to C Commercial District, 7.587 acres, David Addington Survey, Abstract No. 21, City of Willow Park, Parker County, Texas, located at 2014 Clear Fork Circle.

- A. **Open Public Hearing**
- B. **Close Public Hearing**
- C. **Act on Ordinance 805-19**

Public Hearing was opened at 7:10 pm.

Speakers for:

Carli Carter - 151 Crown Lane, Willow Park, Texas

Jennifer Bruns - 188 Crown point Blvd, Willow Park, Texas

Speakers against:

None

Public Hearing closed at 7:12 pm.

Motion made by Councilmember Runnebaum

To adopt ordinance 805-19, an ordinance to rezone from PD/R-1 Planned Development/ Single Family Residential to C Commercial District, 7.587 acres, David Addington Survey, Abstract No. 21, City of Willow Park, Parker County, Texas, located at 2014 Clear Fork Circle.

Seconded by Councilmember Fennell

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan
Motion passed with a vote of 5-0.

- 4. Discussion/ Action: To consider and act on a revised Site Plan for an assisted living center on Lot 4R-2R, Block A, Crown pointe Addition, Phase 2, located at 171 J.D. Towles Drive.**

Motion made by Councilmember Young

To approve a revised Site Plan for an assisted living center on Lot 4R-2R, Block A, Crown pointe Addition, Phase 2, located at 171 J.D. Towles Drive.

Seconded by Councilmember McKaughan

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

- 5. Discussion Only: 2020 General Election Calendar.**

City Secretary, Alicia Smith gave a summary of the election schedule for the May 2020 election.

- 6. Discussion Only: City of Willow Park's quarterly financial reports, presented by Jake Weber.**

Jake Weber gave a report of the City's finances for the last quarter.

- 7. Discussion/ Action: To consider and act on contracting with a new Web site provider.**

Motion made by Councilmember Young

To approve contracting with Civic Plus for a new web site.

Seconded by Councilmember McKaughan

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

- 8. Discussion/ Action: To consider and act on Resolution adopting a Water Conservation Plan.**

Motion made by Councilmember Young

To approve Resolution 2019-10, a resolution adopting a water conservation plan.

Seconded by Councilmember Contreras

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

9. Discussion only: Storm water drainage fee and the process to establish fee.

Derek Turner, engineer spoke to council explaining the options for establishing a stormwater utility rate fee.

10. Discussion/ Action: To consider and act on the appointment of members to the Parks Board

Motion made by Councilmember Young

To appoint Corey Tucker, Larry Johnston and Marisa Williams to a two-year term and David Wagner to a one year term, and Councilmember Lea Young as the ex-officio member of the Parks Board.

Seconded by Councilmember Runnebaum

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

11. Discussion/ Action: To consider and act on a City of Willow Park City Council Travel policy.

Motion made by Councilmember Fennell

To adopt a City of Willow Park City Council Travel policy.

Seconded by Councilmember McKaughan

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

12. Discussion/ Action: To consider and act on the demolition of the old Public safety building.

Motion made by Councilmember Young

To accept a bid from Matrix Construction for the demolition of the old public safety building.

Seconded by Councilmember Runnebaum

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

13. Discussion Only: Municipal Complex options.

Assistant City Manager, Bernie Parker spoke to the council regarding possible options for obtaining a new Municipal Complex.

14. Discussion/ Action: To consider and act on approving the purchase of a brush truck

Motion made by Councilmember Runnebaum

To approve the purchase of a new brush truck and fund \$111,000 with an expected reimbursement of \$90,000 from the US Forest Service.

Seconded by Councilmember McKaughan

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

15. Discussion/ Action: To consider and act on items to be considered for future council meetings.

Transportation Workshop for January

16. Discussion/ Action: To consider and act on setting the date and time for the next council meeting.

Motion made by Councilmember Young

To cancel the December 24, 2019, council meeting.

Seconded by Councilmember McKaughan

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

17. Discussion/ Action: To consider and act on the purchase of real estate located at 203 El Chico Trail, Willow Park, Texas for the Fort Worth water project.

Motion made by Councilmember Young

To approve the purchase of real estate located at 203 El Chico Trail, Willow Park, Texas for the Fort Worth water project, including allowing the mayor to sign the assignment

agreement, commercial real estate contract and authorizing the city administrator to sign all closing documents to purchase said property.

Seconded by Councilmember Runnebaum

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

Executive Session

Section 551.072 - Deliberation regarding real property;

Section 551.071 – Consultation with Attorney;

A. Purchase of real property for the Fort Worth Water Project

Section 551.074 Personnel Matters;

A. City Manager Review

Executive session was convened at 8:43 pm

Regular Session was reconvened at 9:11 pm

Regular Agenda Items

18. Discussion/ Action: To consider and act on items as a result of the Executive Session.

Motion made by Councilmember Runnebaum

To approve a 4% increase in pay for City manager Bryan Grimes

Seconded by Councilmember McKaughan

Aye votes: Councilmembers Fennell, Contreras, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

Adjournment

Motion made by Councilmember Runnebaum

To adjourn

Seconded by Councilmember McKaughan

Aye votes Councilmembers Contreras, Fennell, Runnebaum, Young and McKaughan

Motion passed with a vote of 5-0.

APPROVED:

Doyle Moss, Mayor

ATTEST:

Alicia Smith, City Secretary



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: January 28, 2020	Department: Legislative	Presented By: A. Smith
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AGENDA ITEM:

To consider and act on Ordinance 806-20, an ordinance calling the May 2020, general election.

BACKGROUND:

The May 2, 2020 general election will include Place 3, Place 4, and Place 5.

STAFF/BOARD/COMMISSION RECOMMENDATION:

Staff recommends approval

EXHIBITS:

Ordinance 806-20

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$
Source of Funding	\$	

CITY OF WILLOWPARK

ORDINANCE NO. 806-20

AN ORDINANCE ORDERING A GENERAL ELECTION TO BE HELD ON MAY 2, 2020 FOR THE ELECTION OF CERTAIN MUNICIPAL OFFICERS FOR THE CITY OF WILLOW PARK, SPECIFICALLY COUNCIL MEMBERS: PLACE 3, PLACE 4, AND PLACE 5; DESIGNATING A POLLING PLACE, WITHIN THE MUNICIPAL LIMITS; APPOINTING A PRESIDING ELECTION JUDGE AND ALTERNATE PRESIDING ELECTION JUDGE; ESTABLISHING OTHER PROCEDURES FOR THE CONDUCT OF THE ELECTION; PROVIDING A SEVERABILITY CLAUSE; PROVIDING FOR PUBLICATION OF NOTICE; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, a general election for certain municipal officers of the City of Willow Park, Texas is ordered herein for May 2, 2020 under the authority of law; and

WHEREAS, Don Markum, the Elections Administrator for Parker County, is designated under §83.005 TEX. ELECTION CODE as the Early Voting Clerk for elections ordered on behalf of a municipality; and

WHEREAS, the City will enter into an agreement with Parker County for the provision of election services and said agreement provides for an election judge and the dates on which early voting shall occur; and

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF WILLOW PARK, TEXAS:

SECTION 1. INCORPORATION

All of the above precatory statements are true and correct and incorporated herein for all purposes.

SECTION 2. DATE OF ELECTION

It is hereby ordered that an election for certain municipal officers shall be held in and throughout the City of Willow Park, Texas on May 2, 2020.

SECTION 3. PURPOSE OF ELECTION

The purpose of the election is to provide for the general election of city officers, specifically: Council Members Place No. 3, Place No. 4, and Place No. 5. The term for Council Members Place No. 3, Place No. 4, and Place No. 5 are for a term of two years, ending May2022.

SECTION 4. POLLING PLACE

The City of Willow Park polling place shall be: Willow Park City Hall, 516 Ranch House Road, Willow Park, Texas.

In accordance with §41.031(b) TEX. ELECTION CODE, said polling place shall be open between the hours of 7:00 a.m. and 7:00 p.m. on the date of election.

SECTION 5. ELECTION JUDGES

The Presiding Election Judge and Alternate Presiding Election Judge shall be as appointed by Parker County pursuant to an agreement with the County.

All Election Judges herein appointed, shall appoint not more than two eligible persons as clerks to serve and assist in the conduct of election. Provided, however, that if the Election Judge named herein actually serves, the Alternate Election Judge shall serve as one of the clerks. All election clerks shall be qualified voters of the City.

SECTION 6. EARLY VOTING CLERK

Don Markum, the Elections Administrator for Parker County, is hereby designated as the Early Voting Clerk pursuant to §83.05 TEX. ELECTION CODE for the election ordered herein. The official mailing address of the early voting clerk is 1112 Santa Fe Drive, Weatherford, Texas 76086. The City Secretary is further ordered to procure and allocate the supplies necessary to conduct the election pursuant to §51.003(3) TEX. ELECTION CODE and to provide written notice to the presiding and alternate presiding judge of the election as specified by §32.009 TEX. ELECTION CODE.

SECTION 7. PUBLICATION AND POSTING OF NOTICE

Notice of the City election shall be given by posting a Notice of Election at the City of Willow Park on the bulletin board or other location used for posting notices of the meetings of the City Council, not later than 21 days prior to the date of the election, and by publication of said notice at least once in the newspaper published in the City, or if none, in a newspaper of general circulation. The date of said publication to be not less than 10 days nor more than 30 days prior to the date set for the election. Upon publication of the election notice, the City Secretary shall secure a Publisher's Affidavit or copy of the notice which complies with the requirements of §4.005 TEX. ELECTION CODE.

SECTION 8. EARLY VOTING

Early voting shall commence in the City Hall on April 22, 2020, and shall continue Monday through Friday from 8:00 a.m. until 5:00 p.m. until April 28, 2020. Extended hours for Early Voting shall be determined by Parker County Elections and dates will be provided by in the agreement with Parker County. Early voting shall be conducted in accordance with the requirements of the TEX. ELECTION CODE.

Applications for early voting by mail shall be delivered to the Early Voting Clerk at the same address not later than the close-of-business on April 21, 2020.

The Early Voting Clerk's address to which ballots voted by mail may be sent is:

Don Markum
Early Voting Clerk

1112 Santa Fe Drive
Weatherford, TX 76086

SECTION 9. NECESSARY ACTIONS

The Mayor, City Council, or City Secretary, in consultation with the City Attorney, are hereby authorized and directed to take any and all actions necessary to comply with the provisions with the TEX. ELECTION CODE in carrying out and conducting the election whether or not specifically authorized herein.

The City Secretary is directed to send a copy of the executed Order of Election to the Parker County Clerk and Election Administrator on or before March 1, 2020 pursuant to § 4.008 TEX. ELECTION CODE.

SECTION 10. SEVERABILITY

If for any reason any section, paragraph, subdivision, clause, phrase or provision of this Ordinance shall be held invalid, it shall not affect any valid provisions of this or any other Ordinance of the City of Willow Park to which these rules and regulations relate.

SECTION 11. EFFECTIVE DATE

This Ordinance shall take effect from and after the date of its adoption.

PASSED, APPROVED AND ADOPTED on this 28th day of January, 2020.

Doyle Moss, Mayor

ATTEST:

Alicia Smith, City Secretary

The Willow Park City Council is acting on Ordinance No. 806-20, did on the 28TH day of January 2020 vote as follows:

	<u>FOR</u>	<u>AGAINST</u>	<u>ABSTAIN</u>
Doyle Moss	_____	_____	_____
Eric Contreras, Place 1	_____	_____	_____
Amy Fennell, Place 2	_____	_____	_____
Greg Runnebaum, Place 3	_____	_____	_____
Lea Young, Place 4	_____	_____	_____
Gary McKaughan, Place 5	_____	_____	_____



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: January 14, 2020	Department: Admin	Presented By: City Manager
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AGENDA ITEM:

Discussion/ Action: To consider and act on allowing Dana Bowman to install a helipad on his property located at (address), in Willow Park.

BACKGROUND:

Dana Bowman is requesting a special use permit to install a helipad on his property for a limited use—primarily for activates for Veterans, Wounded Warriors, and similar organizations. Additionally, Mr. Bowman is offering his services to the Willow Park PD and FD as needed. Staff recommendation is for a 6 month period with an automatic renewal.

STAFF/BOARD/COMMISSION RECOMMENDATION:

EXHIBITS:

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$
	Source of Funding	\$



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date:

January 14, 2020

Department:

Admin

Presented By:

City Manager

AGENDA ITEM:

Discussion/ Action: To consider and act on appointment of members to a committee to evaluate and recommend needs and solutions for a Municipal Complex.

BACKGROUND:

Pursuant to Council direction at previous meetings, please consider the following citizen members for the Municipal Complex Committee:

Kay Davis
Steve Gould

The Mayor will chair the committee and may appoint 2 Council members to the Committee.

STAFF/BOARD/COMMISSION RECOMMENDATION:

EXHIBITS:

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$
Source of Funding	\$	



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: January 28, 2020	Department: Communications and Marketing	Presented By: Rose Kertok
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AGENDA ITEM: Discussion/ Action: To consider and act on City of Willow Park Communications Policy.

BACKGROUND:

A prospective communications policy was brought before council at the December meeting for review. No changes to the proposed policy have been suggested by council.

STAFF/BOARD/COMMISSION RECOMMENDATION: Staff recommends approval

**EXHIBITS: A. Communications policy
B. Social Media policy
C. Critical incident communications**

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$ none
	Source of Funding	\$



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: January 14, 2020	Department: Admin	Presented By: City Manager
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AGENDA ITEM:

Discussion/ Action: To consider and act on approval of the purchase of a sponsorship of the Ben Hogan Foundation in the amount of \$5,000.00.

BACKGROUND:

The Ben Hogan Foundation is establishing a “First Tee Program” at Squaw Creek Golf Course. The City was approached by the organization about buying a Sponsorship of the Program. The \$5000 sponsorship will allow the City’s named to be used on a plaque at the Squaw Creek Golf Course. This is a onetime expenditure.

STAFF/BOARD/COMMISSION RECOMMENDATION:

EXHIBITS:

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$
	Source of Funding	\$

RESOLUTION NO. 2020-01

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WILLOW PARK, TEXAS, APPROVING THE SPONSORSHIP OF THE BEN HOGAN FOUNDATION IN THE AMOUNT OF \$5,000.00 TO BE PAID FROM HOTEL OCCUPANCY TAXES.

WHEREAS, the mission of the Ben Hogan Foundation is to honor and enhance the legacy of Mr. Hogan by promoting the game of golf through expansion of Ben Hogan Learning Centers in association with The First Tee and through college scholarships for students involved in The First Tee and Northern Texas PGA; and

WHEREAS, the City of Willow Park desires to promote the Ben Hogan Foundation and the First Tee program which are dedicated to teaching young people life skills that form the building blocks of greatness – including a Code of Conduct, Nine Core Values and Nine Healthy Habits – to inspire, empower and elevate young people; and

WHEREAS, Squaw Creek Golf Course in Willow Park teaches the Life Skills Curriculum of the First Tee program and is the future home of a Ben Hogan Learning Center dedicated to promoting the betterment of the young people who participate in the programs; and

WHEREAS, the City of Willow Park finds that the purchase of the sponsorship is an authorized use of Hotel Occupancy Taxes pursuant to Chapter 351, Section 351.101 because it will further the objectives of increasing tourism and the hotel occupancy tax in the City by advertising the City; and

WHEREAS, the City of Willow Park desires to promote the Ben Hogan Foundation and First Tee program by sponsoring the Ben Hogan Foundation in the amount of \$5,000.00 which will allow the City's name to be used on a plaque at the Squaw Creek Golf Course; and

WHEREAS, the City of Willow Park finds that the purchase of the sponsorship is an authorized use of Hotel Occupancy Taxes pursuant to Chapter 351, Section 351.101 because it will further the objectives of increasing tourism and the hotel occupancy tax in the City by advertising the City; and

WHEREAS, the City of Willow Park finds that the sponsorship of the Ben Hogan Foundation and the First Tee program will benefit the youth of Willow Park and surrounding areas and will promote a public purpose of the City.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WILLOW PARK, TEXAS THAT:

Section 1: The City Council hereby finds that the premises and findings set forth above are true and correct and are incorporated herein.

Section 2: The City Council hereby authorizes the City Administrator to purchase a sponsorship of the Ben Hogan Foundation in the amount of \$5,000.00 to be paid out of Hotel Occupancy Taxes to be used for the First Tee programs and other programs that benefit the youth of Willow Park at Squaw Creek Golf Course in Willow Park.

PASSED AND APPROVED this the 28TH day of January, 2020.

Doyle Moss, Mayor

ATTEST:

Alicia Smith, City Secretary



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: January 28, 2019	Department: Admin/Development	Presented By: Bernie Parker
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AGENDA ITEM:

C. Discussion / Action – Presentation of Cross Timbers Park Concept.

BACKGROUND:

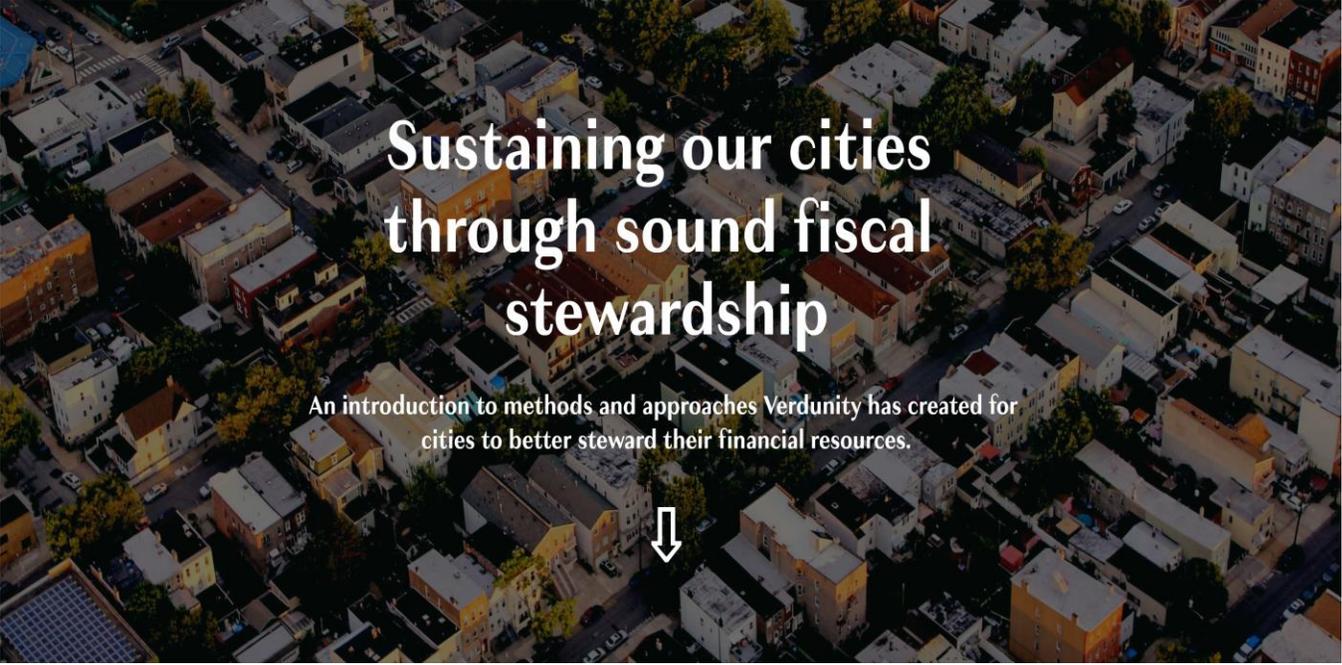
October of 2019 Pacheco and Koch was hired by the City of Willow Park to provide professional civil engineering, land surveying and/or landscape architecture services related to a proposed City Park. Pacheco and Koch meet with city staff and elected officials on different occasions to determine parameters for the development of a concept plan for a proposed playground area.

On January 9th, 2020 Pacheco and Koch presented the concept of Cross Timbers Park Concept. This concept was unanimous approved by the Parks Board.

STAFF/BOARD/COMMISSION RECOMMENDATION:

EXHIBITS:

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$
	Source of Funding	\$



Sustaining our cities through sound fiscal stewardship

An introduction to methods and approaches Verdunity has created for cities to better steward their financial resources.



As humans, we have always built cities to elevate the quality of life for people. We all benefit from coming together for that common goal.

However, in recent decades, many cities have been prioritizing growth and perceived quality of life improvements in the short term without considering long-term impacts and resource constraints.

Whether or not our cities can withstand the test of time boils down to our ability to be better stewards of our resources, beginning with our land and our money. And this is where we see a profound opportunity for today's city leaders.

At Verdunity we encourage cities to use fiscal sustainability as the foundation of your community's vision and help you manage your financial resources with transparency and intention. We strive to unpack the city building process, how it impacts the fiscal future of cities and their residents, and what we can do together today to positively impact that future.

I. The challenge.

Aligning your development model with what citizens are willing & able to pay for.

Communities across the country are struggling to address growing needs with limited resources.

In most cities, the development pattern is not generating enough wealth (tax base) to pay for services and infrastructure. There's a gap between what residents believe their tax dollars should cover, the true cost of these services and amenities, and the actual resources cities have available to meet these expectations.

We think there's a better way to steward our resources so that service costs align with what citizens and businesses are willing and able to pay for now and in the future.

We encourage cities to use fiscal analysis to quantify and map the fiscal performance of their development pattern and then use this information to **make more informed decisions** on land use, infrastructure and economic development and better manage financial resources with transparency.

II. Methodology.

The right analysis requires the right information.

For city leaders to make informed land use decisions, they first need an understanding of the relationship between development patterns and city finances. To get there, we need to make sure we're working with the right data.

First, let's contrast appraised value with revenue per acre, on a lot-by-lot basis:

Appraised value

A fair number of cities will use appraised or assessed value data to do some form of fiscal analysis. It's available and paints a picture of how development impacts the fiscal sustainability of the city. However, while appraised or assessed value tells a particular story about the fiscal impact of development patterns; it does not tell the most useful story for cities.

Revenue per acre

When we partner with a city to run our fiscal analysis we use property tax revenue (levy) data. This data excludes tax exempt properties, reflects the impact of the city's tax rate, and accounts for various property tax caps and exemptions. This more accurately reflects the true fiscal contribution or different development patterns. We also focus our attention on revenue per acre (levy amount divided by the size of the parcel) rather than the total value per lot. This tells a much more useful story for long range financial planning. It's also a dramatically different story than we get from total appraised value per lot.

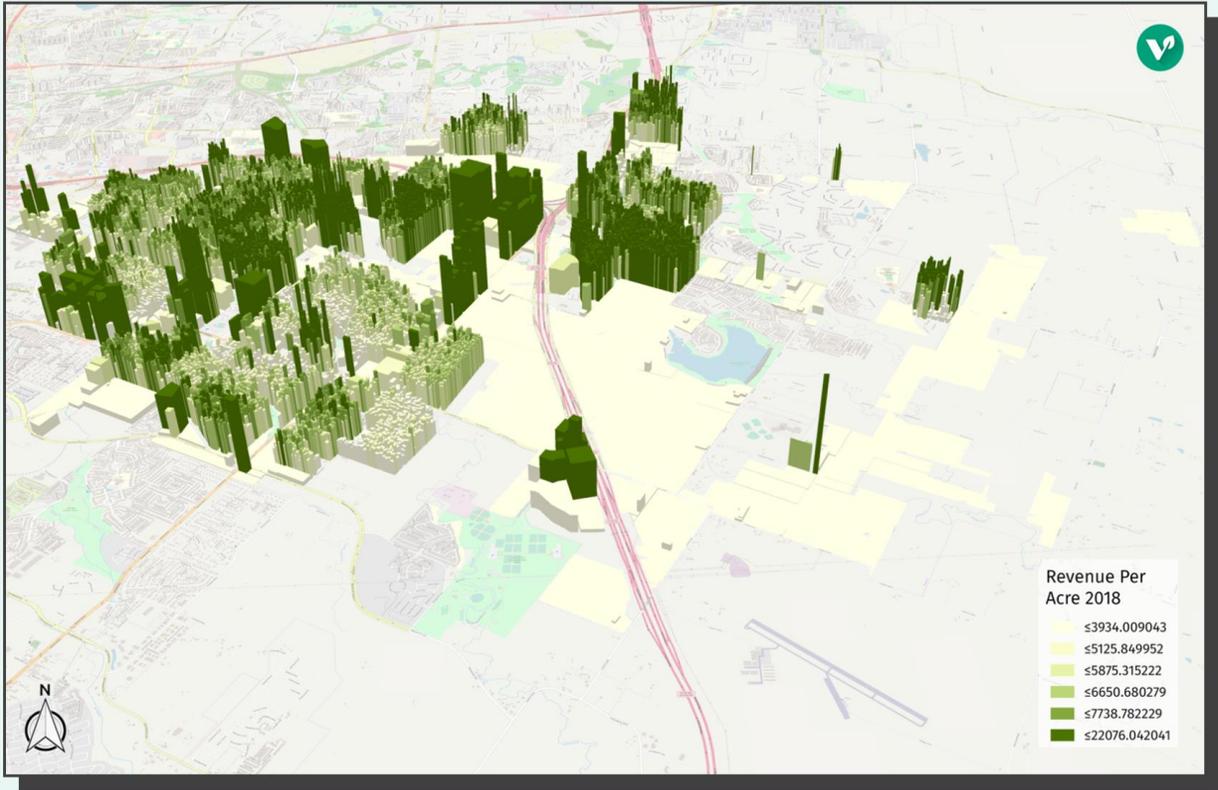
Here's what that comparison looks like mapped out in 3D...



Appraised Value ...

Sometimes, three-dimensional illustrations can reveal the differences between two data sets better than two dimensional maps. Here is an example from recent work in Pflugerville, Texas. The map above reflects the total appraised value of each lot. The different shades of green divide the lots into six equal value categories. The darkest green represents the highest value category, while the light yellow represents the lowest value category.

Notice: the bigger lots tend to have the highest value. No surprise here.



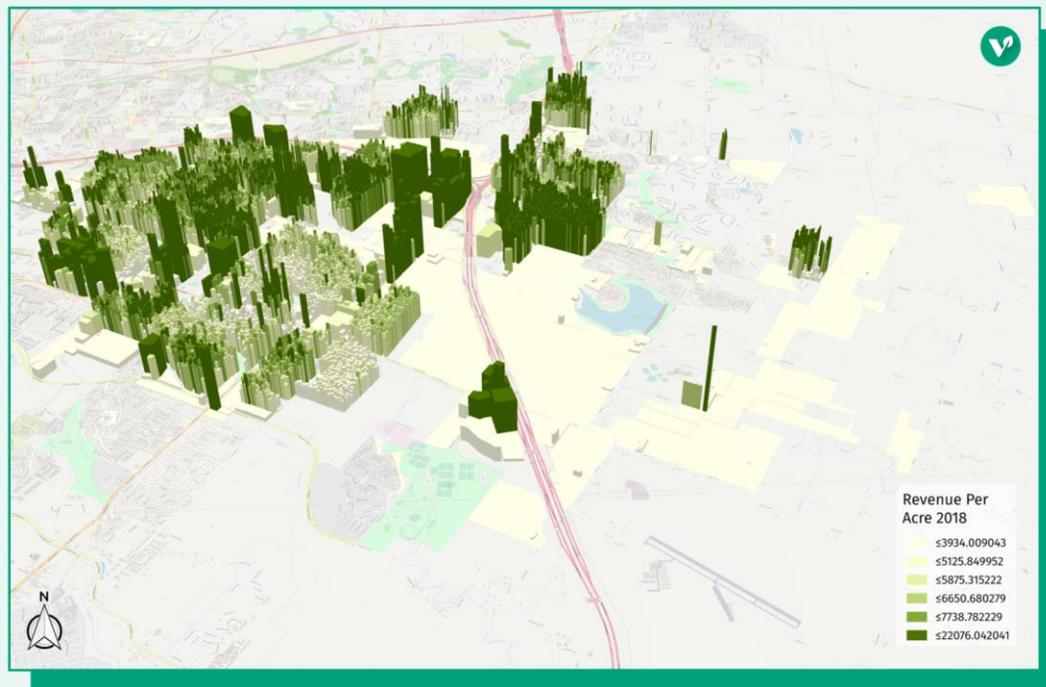
... vs. Revenue per Acre

The second map shows the same parcels, but this time they're illustrated using the revenue per acre. This map also uses the same style of shading, with six equal value categories. Both data sets tell useful but different stories. The first map, based solely on appraised value, tells a useful story for private development efforts. This second map tells a far more useful story for cities.

***Notice:** because the per-acre assessment doesn't care about overall lot size, large lots don't have an inherent advantage.*

Next, we add in costs to find out the net revenue performance of individual parcels. We can think of it like adding layers on top of each other.

Step 1. Revenue per acre.



We start with how much money is coming into the City's coffers.

Step 2. Revenue minus budgeted costs.

Next we subtract the budgeted costs that are paid for from property tax revenue. At the citywide level, this will appear to be a net-zero equation because cities set their budget to equal the revenue they have coming in. But parcel-level mapping reveals that certain development patterns are in fact revenue-positive, while others cost more to serve than they generate in revenue.



Step 3. Subtracting additional unfunded service costs & liabilities.

This is where the picture really starts to change. Unfunded costs and liabilities are things that a city needs (or is expected to provide), but does not have included in their budget. Examples include additional public safety personnel and equipment, deferred street maintenance/replacement and increased maintenance and operations costs for existing municipal facilities. These costs often get deferred during annual budgeting, but in most cases, they do not go away, and in fact, the costs increase the longer they're ignored. When we add in these unfunded costs, some parcels stay positive even with the additional costs, but others either go into the red or go even further negative.

Some of these costs can be eliminated or reduced with intentional planning and design, but some of them (like street replacement) have a significant negative impact on the community if left unfunded.



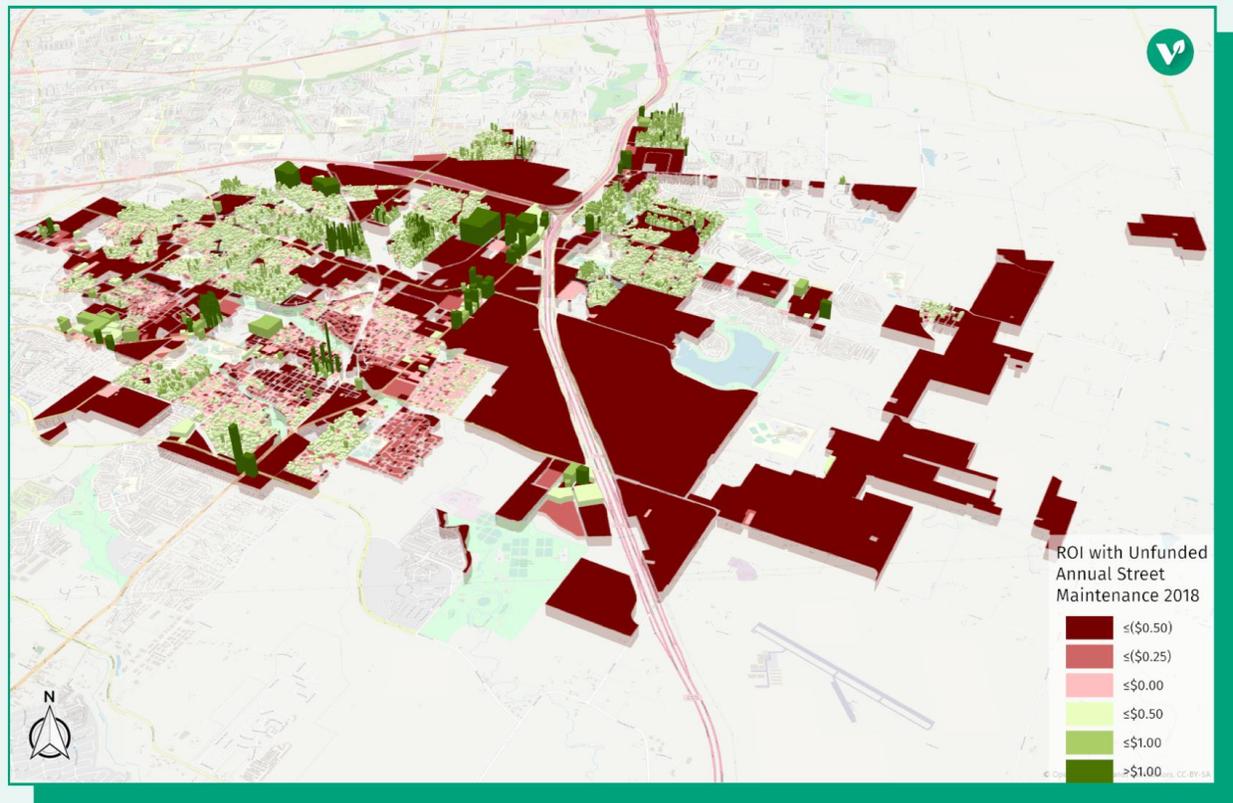
Another way of looking at it: Return on investment (ROI).

Another useful way to think about this is return on investment of taxpayer dollars. ROI maps show the value returned for every dollar invested.



Step 2 – ROI: Revenue minus budgeted costs

Just as in the revenue per acre maps above, green parcels are generating a positive return, while red indicates parcels that cost more to serve than they're generating in revenue.



Step 3 – ROI: Subtracting additional unfunded service costs & liabilities.

How do we make sense of all this information?

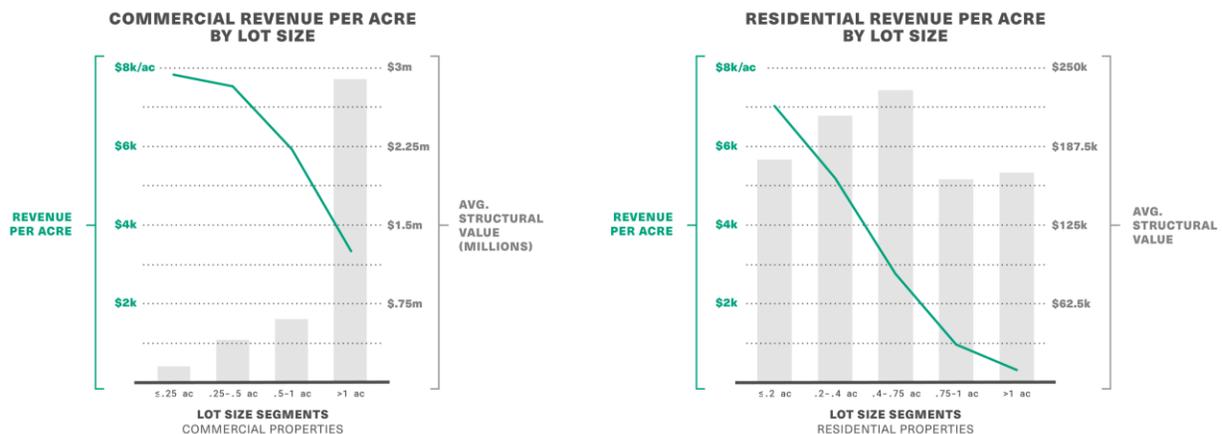
Understand which development types pencil out — and which don't.

Once the modeling is done, we can look at how different development patterns perform now and over time as the full development costs come online.

1. Contrast revenue per acre with average structural value

We've heard many conversations from city officials, staff members, and private developers trying to identify the average home value that generates enough revenue so that development pays for itself. It's a misguided effort and completely the wrong metric to look at for cities. It's an appropriate metric for developers, based on how they generate revenue to recoup costs. However, a city generates costs and revenues differently than a private developer. Many cities are trying to get bigger lots with homes in the highest price range possible. It's a potentially dangerous effort considering the negative relationship between revenue per acre and lot size we've seen in our work.

In every city we've worked with, we find an inverse relationship between the revenue per acre and the average improvement value per lot for both single family residential and commercial properties, as illustrated in these two graphs.



Notice: as lot size increases, the structural value tends to go up, but the revenue per acre decreases — for both residential and commercial properties.

2. Performance by land use

In addition to maps, we also use the data to build some enlightening tables. This first table describes how development categorized by the state land use code performs. Appraisal districts assign properties with the use code for taxing purposes, so these categories more closely reflect what's been built than zoning or land use districts will. In this table we break down single family, multifamily, and commercial uses into lot size segments to reveal patterns in how lot size impacts fiscal performance.

Land Use Description	Metrics	Revenue	Rev / Acre	Average Imp Value	Scenario A: Net / Acre	Scenario A: ROI	Scenario B: Net / Acre	Scenario B: ROI
Single Family	All	\$ 18,869,097	\$ 5,236	\$ 195,574	\$ 2,133.90	\$ 0.69	\$ (466.10)	\$ (0.08)
	0.02 - 0.2	\$ 8,081,363	\$ 7,039	\$ 177,789	\$ 3,889.25	\$ 1.23	\$ 1,145.23	\$ 0.19
	0.2 - 0.4	\$ 10,393,986	\$ 5,219	\$ 212,464	\$ 2,068.72	\$ 0.66	\$ (548.06)	\$ (0.10)
	0.4 - 0.75	\$ 251,892	\$ 2,795	\$ 232,548	\$ (355.26)	\$ (0.11)	\$ (3,065.48)	\$ (0.52)
	0.75 - 1.0	\$ 22,523	\$ 1,001	\$ 161,754	\$ (2,149.10)	\$ (0.68)	\$ (5,068.00)	\$ (0.84)
Multifamily	> 1.0	\$ 119,333	\$ 339	\$ 167,134	\$ (2,317.02)	\$ (0.87)	\$ (4,302.95)	\$ (0.93)
	All	\$ 1,975,473	\$ 8,007	\$ 6,523,000	\$ 4,856.91	\$ 1.54	\$ 2,120.75	\$ 0.36
	<= .25	\$ 20,897	\$ 4,007	\$ 130,582	\$ 857.10	\$ 0.27	\$ (2,030.74)	\$ (0.34)
	0.25 - 0.5	\$ 13,788	\$ 3,390	\$ 184,488	\$ 240.13	\$ 0.08	\$ (2,415.76)	\$ (0.42)
	0.5 - 1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Commercial	> 1	\$ 1,940,788	\$ 8,174	\$ 19,607,394	\$ 5,023.84	\$ 1.59	\$ 2,289.64	\$ 0.39
	All	\$ 4,317,099	\$ 3,523	\$ 1,925,904	\$ 484.63	\$ 0.16	\$ (1,937.23)	\$ (0.35)
	<= .25	\$ 16,267	\$ 7,823	\$ 162,752	\$ 4,672.59	\$ 1.48	\$ 1,822.69	\$ 0.30
	0.25 - 0.5	\$ 96,603	\$ 7,522	\$ 416,451	\$ 4,470.58	\$ 1.47	\$ 1,721.36	\$ 0.30
	0.5 - 1	\$ 385,096	\$ 5,936	\$ 611,099	\$ 2,786.54	\$ 0.88	\$ 91.85	\$ 0.02
Undeveloped	> 1	\$ 3,819,132	\$ 3,333	\$ 2,881,078	\$ 302.03	\$ 0.10	\$ (2,099.95)	\$ (0.39)
		\$ 445,283	\$ 69	\$ 17,062	\$ (1,453.59)	\$ (0.95)	\$ (2,648.12)	\$ (0.97)

Take notice of how these numbers reflect the trends illustrated in the charts shown previously. As the lot size increases the average improvement value (Average Imp Value) also increases, but the revenue per acre (Rev / Acre) decreases. You can also see how the different development patterns perform across scenarios A & B.

3. Performance by zoning type

We also run the same data queries for the zoning districts, land use plan districts, or both for a city we partner with. In this table you see how the City of Pflugerville's zoning districts perform when developed. We can use these trends to project how undeveloped land with the same zoning might perform fiscally.

Zoning	Metrics	Revenue	Rev / Acre	Average Imp Value	Scenario A: Net / Acre	Scenario A: ROI	Scenario B: Net / Acre	Scenario B: ROI	Cost Per Parcel	Avg Lot Size
Ag / Dev Reserve		\$ 219,954	\$ 590	\$ 299,571	\$ (1,738.73)	\$ (0.75)	\$ (3,327.06)	\$ (0.85)	\$ 13,035.25	3.33
Campus Ind Dist		\$ 17,685	\$ 436	\$ -	\$ (2,714.02)	\$ (0.86)	\$ (5,025.18)	\$ (0.92)	\$ 44,313.18	8.11
Gen Business1		\$ 1,466,440	\$ 5,232	\$ 1,508,834	\$ 2,081.59	\$ 0.66	\$ (768.67)	\$ (0.13)	\$ 10,921.46	1.82
Gen Business 2		\$ 258,818	\$ 2,970	\$ 1,083,659	\$ (107.09)	\$ (0.03)	\$ (2,823.80)	\$ (0.49)	\$ 13,287.35	2.29
Gen Ind Dist		\$ 14,925	\$ 5,309	\$ 2,552,830	\$ 2,159.19	\$ 0.69	\$ (434.76)	\$ (0.08)	\$ 16,147.73	2.81
Light Ind Dist		\$ 596,328	\$ 3,414	\$ 1,141,764	\$ 263.78	\$ 0.08	\$ (2,470.25)	\$ (0.42)	\$ 11,548.87	1.96
Manufactured Housing		\$ 105,611	\$ 1,209	\$ 12,118,949	\$ (1,941.10)	\$ (0.62)	\$ (4,535.06)	\$ (0.79)	\$ 501,826.18	87.37
Multi Fam 10		\$ 168,162	\$ 3,158	\$ 3,326,835	\$ 7.96	\$ 0.00	\$ (2,436.31)	\$ (0.44)	\$ 29,789.88	5.33
Multi Fam 20		\$ 838,058	\$ 8,901	\$ 19,978,539	\$ 5,751.34	\$ 1.83	\$ 2,992.15	\$ 0.51	\$ 69,543.14	11.77
Neighborhood Services		\$ 14,396	\$ 4,189	\$ 2,145,696	\$ 1,038.90	\$ 0.33	\$ (1,997.42)	\$ (0.32)	\$ 21,261.41	3.44
Office		\$ 20,260	\$ 5,121	\$ 440,894	\$ 1,971.48	\$ 0.63	\$ (758.85)	\$ (0.13)	\$ 3,323.12	0.57
PUD		\$ 4,233,667	\$ 7,219	\$ 235,992	\$ 4,069.21	\$ 1.29	\$ 1,082.91	\$ 0.18	\$ 1,183.36	0.19
Retail		\$ 66,165	\$ 2,362	\$ 375,822	\$ (243.37)	\$ (0.09)	\$ (2,267.14)	\$ (0.49)	\$ 5,894.75	1.27
Single Family Res		\$ 6,023	\$ 280	\$ 133,634	\$ (2,869.49)	\$ (0.91)	\$ (5,646.70)	\$ (0.95)	\$ 25,458.17	4.30
Single Family Sub Res		\$ 14,346,447	\$ 5,048	\$ 189,586	\$ 1,898.46	\$ 0.60	\$ (655.78)	\$ (0.11)	\$ 1,269.48	0.22
Two Fam Res		\$ 188,399	\$ 5,102	\$ 87,178	\$ 1,952.42	\$ 0.62	\$ (1,066.09)	\$ (0.17)	\$ 707.34	0.11
Urban Level 4		\$ 157,725	\$ 2,100	\$ 2,861,442	\$ (937.35)	\$ (0.31)	\$ (3,216.99)	\$ (0.61)	\$ 57,043.63	10.73
Urban Level 5		\$ 2,097,398	\$ 6,852	\$ 9,481,249	\$ 3,701.65	\$ 1.18	\$ 1,292.67	\$ 0.23	\$ 44,781.21	8.06

How can this be applied?

Establish fiscal sustainability as a critical metric for growth management,

Prioritize infill to close infrastructure funding gap & increase return on

Explain the fiscal value of diversifying housing & commercial development patterns

Inform future land use & growth management plans

Evaluate the fiscal impact of proposed development