

**Bastrop, TX City Council Meeting Agenda**  
**Bastrop City Hall City Council Chambers**  
1311 Chestnut Street  
Bastrop, TX 78602  
(512) 332-8800



---

**February 13, 2018 at 6:30 P.M.**

---

*City of Bastrop City Council meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800 or write 1311 Chestnut Street, 78602, or by calling through a T.D.D. (Telecommunication Device for the Deaf) to Relay Texas at 1-800-735-2989 at least 48 hours in advance of the meeting.*

---

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purposes of seeking confidential legal advice from the City Attorney on any item on the agenda at any time during the meeting.

The City of Bastrop reserves the right to reconvene, recess, or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment.

**1. CALL TO ORDER**

- 2. PLEDGE OF ALLEGIANCE** – Eduardo Garcia and Lisette Orona, Members of Peer Assisted Leadership (PALS) and the Green Team (recycling program), Lost Pines Elementary

**TEXAS PLEDGE OF ALLEGIANCE**

*Honor the Texas Flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.*

- 3. INVOCATION** – Pastor Johnny Bond, Bastrop Church of Christ

**4. PRESENTATIONS**

- 4A.** A presentation from the Bastrop Police Department, as required by law, on the 2017 racial profile report submitted to the State of Texas.
- 4B.** A proclamation of the City Council of the City of Bastrop, Texas, recognizing February 18-24, 2018 as Engineers Week.
- 4C.** Receive presentation from Cygnet Strategies regarding the Cultural Arts & Culinary District report.

- 4D. A proclamation of the City Council of the City of Bastrop, Texas, recognizing the month of February as Black History Month.
- 4E. Mayor's Report
- 4F. Councilmembers' Report
- 4G. City Manager's Report

**5. WORK SESSION/BRIEFINGS**

- 5A. Discuss the findings of the Retail Coach study of the impact on Bastrop's sales tax revenue of the mixed-use development set for construction at SH 71 and SH 130.
- 5B. Discuss The Small Business Revolution – Main Street Series; Top 5 Winners Announced on February 13, 2018 at 5:45 a.m. CST; Voting Begins Immediately; Series Winner Announced on February 27, 2018 – What is Bastrop's Status?
- 5C. Receive presentation on the Capital Improvement Program Scoring Criteria as provided in the Comprehensive Plan 2036.
- 5D. Discuss Capital Improvement Plan Community Survey.

**6. STAFF AND BOARD REPORTS**

- 6A. Presentation and update from the Bastrop Economic Development Corporation; update on January Economic Development Corporation Board of Directors meeting; and update on 2018 Launch! Small Business Workshops.

**7. CITIZEN COMMENTS**

*At this time, three (3) minute comments will be taken from the audience on any topic. To address the Council, please submit a fully completed request card to the City Secretary prior to the beginning of the Citizens' Comment portion of the Council meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, City Council cannot discuss issues raised or make any decision at this time. Instead, City Council is limited to making a statement of specific factual information or a recitation of existing policy in response to the inquiry. Issues may be referred to City Staff for research and possible future action.*

*To address the Council concerning any item on the agenda, please submit a fully completed request card to the City Secretary prior to the consideration of that item.*

*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 will not be tolerated.*

## **8. CONSENT AGENDA**

*The following may be acted upon in one motion. A Councilmember or a citizen may request items be removed from the Consent Agenda for individual consideration.*

- 8A. Consider action to approve City Council minutes from the January 18, 2018, Joint Council and Parks Advisory Board meeting; January 18, 2018, Joint Council and Fairview Cemetery Advisory Board meeting; and January 23, 2018, regular meeting.

## **9. ITEMS FOR INDIVIDUAL CONSIDERATION**

- 9A. Hold public hearing and consider action to approve the first reading of Ordinance No. 2018-02 of the City Council of the City of Bastrop, Texas, Granting a Conditional Use Permit to allow an Mini-Warehouse use for Lot 1 of the Beck, N.H.P., & Prokop Subdivision, Section 2, located at 510 West SH 71, within the city limits of Bastrop, Texas; as shown in "Exhibit A"; setting out conditions; repealing conflicting provisions; providing a severability clause; and establishing an effective date and move to include on the February 27, 2018, agenda for a second reading.
- 9B. Consider action to approve Resolution No. R-2018-09 of the City Council of the City of Bastrop, Texas approving the Bylaws of the Youth Advisory Council; as attached in Exhibit A; providing for a repealing clause; and establishing an effective date.
- 9C. Consider action to approve Resolution No. R-2018-10 of the City Council of the City of Bastrop, Texas, confirming the appointment by the Mayor to the Zoning Board of Adjustments, as required in Section 3.08 of the City's Charter, as outlined in Exhibit A; and establishing an effective date.
- 9D. Consider action to approve Resolution No. R-2018-11 of the City Council of the City of Bastrop, Texas, appointing the Mayor as the City of Bastrop's Clean Air Coalition representative as required in Article II of the Clean Air Coalition of the Capital Area Council of Governments by-laws; and establishing an effective date.

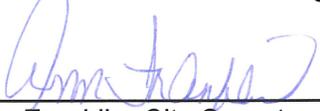
## **10. EXECUTIVE SESSION**

- 10A. City Council shall convene into closed executive session pursuant to Section 551.072 of the Texas Government Code to discuss purchase of four (4) pieces of property in and around the Downtown area.
- 10B. City Council shall convene into closed executive session pursuant to Section 551.071 of the Texas Government Code to discuss and deliberate litigation matters with the City Attorney regarding City of Bastrop vs. Vandiver.

## **11. TAKE ANY NECESSARY OR APPROPRIATE ACTION ON MATTERS POSTED FOR CONSIDERATION IN CLOSED/EXECUTIVE SESSION**

## 12. ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting as posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenient and readily accessible to the general public, as well as to the City's website, [www.cityofbastrop.org](http://www.cityofbastrop.org) and said Notice was posted on the following date and time: Friday, February 9, 2018 at 11:00 a.m. and remained posted for at least two hours after said meeting was convened.



Ann Franklin, City Secretary





# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 4A

**TITLE:**

A presentation from the Bastrop Police Department, as required by law, on the 2017 racial profile report submitted to the State of Texas.

**STAFF REPRESENTATIVE:**

Steve Adcock, Public Safety Director

**BACKGROUND/HISTORY:**

State law requires the Bastrop Police Department to present the 2017 Racial Profile Report to the Bastrop City Council.

**POLICY EXPLANATION:**

N/A

**FUNDING SOURCE:**

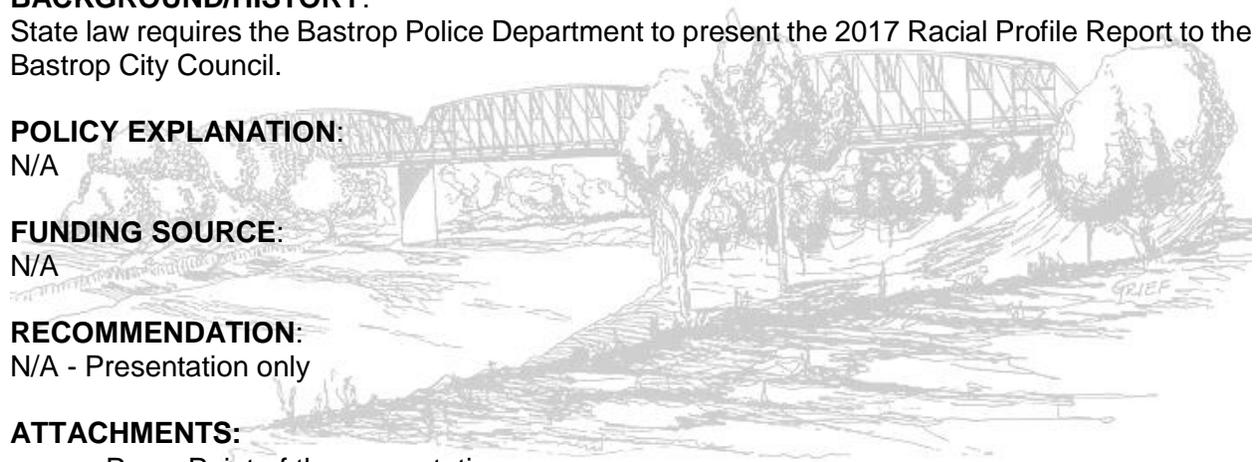
N/A

**RECOMMENDATION:**

N/A - Presentation only

**ATTACHMENTS:**

- PowerPoint of the presentation



# 2017 Racial Profile Report



Presented by Director of Public Safety /  
Chief of Police Steve Adcock  
February 13, 2017

# 2017 Racial Profiling Data

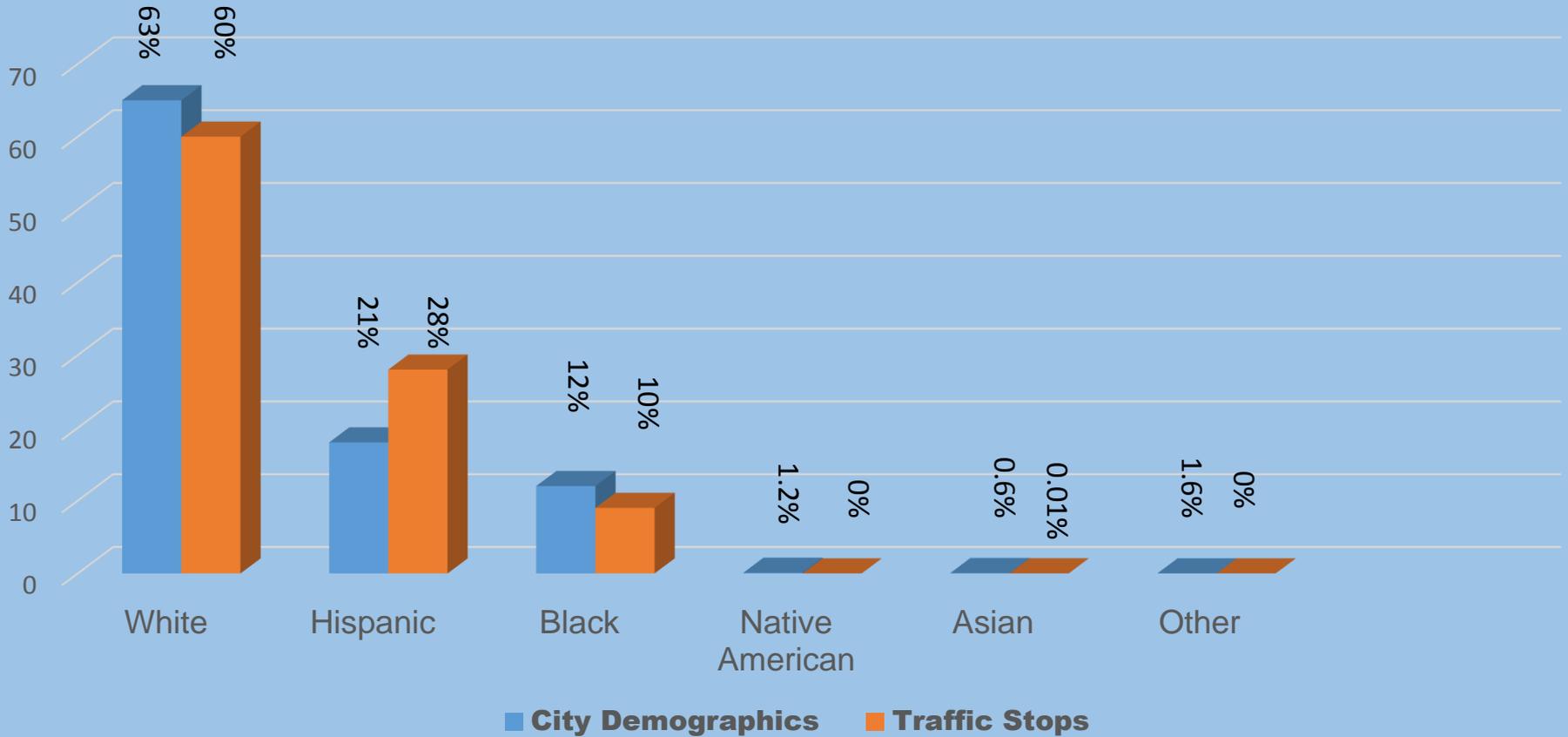
Number of Motor Vehicle Stops:	1166
Citation Only:	1038
Arrest Only:	45
Both:	83

# 2017 Racial Profiling Data

## Race or Ethnicity:

African:	123
Asian:	18
Caucasian:	699
Hispanic:	322
Middle Eastern:	2
Native American:	2

# 2017 Racial Profiling Data



# 2017 Racial Profiling Data

Race or Ethnicity Known Prior to Stop?

Yes: 2

No: 1164

Search Conducted:

Yes: 77

No: 1089

Was Search Consented?

Yes: 8

No: 69



# STAFF REPORT

**MEETING DATE:** February 13, 2018

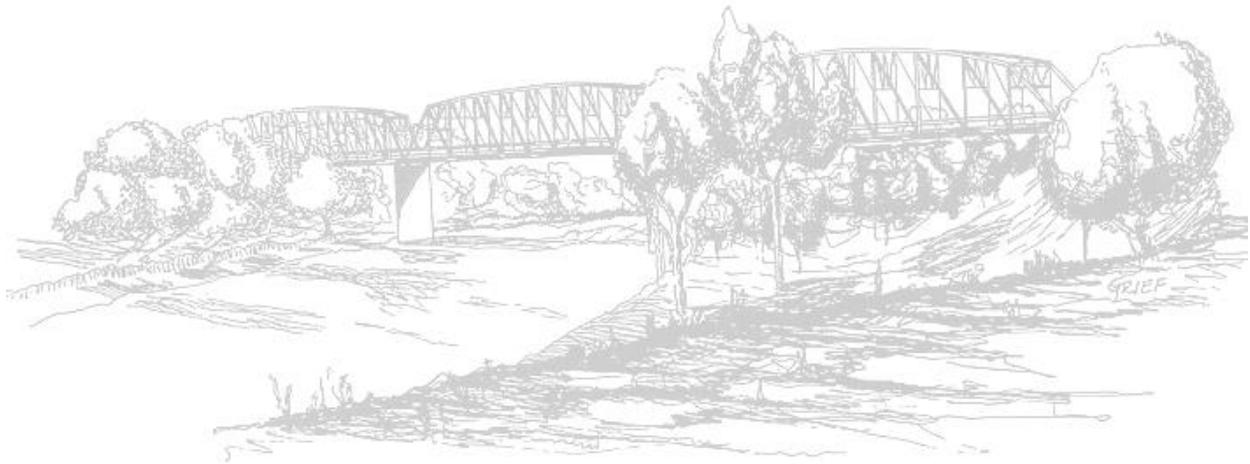
**AGENDA ITEM:** 4B

**TITLE:**

A proclamation of the City Council of the City of Bastrop, Texas, recognizing February 18-24, 2018 as Engineers Week.

**STAFF REPRESENTATIVE:**

Wesley Brandon, City Engineer



P

# ROCLAMATION



**BASTROPTX**  
Heart of the Lost Pines / Est. 1832

**WHEREAS**, Engineers use their scientific and technical knowledge and skills in creative and innovative ways to fulfill society's needs; and

**WHEREAS**, Engineers face the major technological challenges of our time – from rebuilding towns devastated by natural disaster, cleaning up the environment, and assuring safe, clean, and efficient sources of energy, to designing information systems that will speed our country into the future; and

**WHEREAS**, Engineers are encouraging our young math and science students to realize the practical power of their knowledge; and

**WHEREAS**, We will look more than ever to engineers and their knowledge and skills to meet the challenges of the twenty-first century.

**NOW, THEREFORE**, I, Connie Schroeder, Mayor of the City of Bastrop, do hereby proclaim February 18<sup>th</sup> through February 24<sup>th</sup>, 2018 as:

## **Engineers Week**

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Official Seal of the City of Bastrop, Texas to be affixed this 13<sup>th</sup> day of February, 2018.

---

Connie B. Schroeder, Mayor



# STAFF REPORT

**MEETING DATE:** February, 13, 2018

**AGENDA ITEM:** 4C

**TITLE:**

Receive presentation from Cygnet Strategies regarding the Cultural Arts & Culinary District report.

**STAFF REPRESENTATIVE:**

Sarah O'Brien, Hospitality & Downtown Director

**BACKGROUND/HISTORY:**

What is the Bastrop Experience? Why would, or should, visitors come to Bastrop and then return time and time again?

It's simple. What makes Bastrop attractive as a place to live—historic architecture, small town charm, cultural landscapes, access to outdoor recreation, relaxed pace—also appeals to prospective visitors.

Helping attract potential visitors to experience these assets is why Visit Bastrop, the City's new destination marketing organization (DMO), was created. Enhancing, expanding and leveraging these assets in a way that draws tourists is a community-wide effort. One that requires balancing an attractive visitor experience with protecting quality of life for residents.

This project began in December 2016 and was designed to reignite the efforts and enthusiasm that once surrounded Bastrop's Culinary District and Cultural District. The initial premise was that the lack of a strategic plan was holding both districts back from being successful. Staff also felt strongly that this project needed to help create a marketable downtown experience for the soon to be formed Destination Marketing Organization to promote.

Cygnet Strategies spent 11 months conducting extensive research including a survey, one-on-one and group interviews, secret shopper assessments, digital marketing assessments, and attending events. The firm also provided joint board training for the Museum and Visitor Center of Bastrop County, Bastrop Opera House, and Lost Pines Art League, individual follow-up meetings with each board, and customer service training for retailers, attractions, and restaurants.

Throughout the research two primary truths emerged:

1. There is no active commitment of time and/or resources by the private partners in either district.
2. Neither district is functional and neither has accomplished its goals.

For the culinary district to have been successful, the restaurant owners and managers needed to effectively and consistently partner with other downtown businesses, organizations, and various city departments. To date, this has not happened.

After approval by the City Council, the Cultural District started out with formal support resolutions from several arts organizations. These groups committed to various levels of support and assistance for the first three years. However, this support and assistance did not occur.

With the lack of commitment from private sector partners and the City's lack of financial and staff resources, it no longer makes sense to keep the Culinary District or the Cultural District alive.

Dissolving the districts and narrowing the collective efforts to one goal—enhancing Bastrop's tourism product to create the Bastrop Experience—will be more successful.

The Main Street Advisory Board and Bastrop Art in Public Places hosted a joint workshop in January to review the report with Cygnet Strategies.

**POLICY EXPLANATION:**

Several years ago, City Council took two steps in support of tourism development efforts. This report focuses on those steps. The first was in 2012, when the Council passed a resolution supporting a cultural district application to the Texas Commission on the Arts (TCA). The application resulted in Bastrop receiving their TCA designation in 2013, as a state cultural district. The second Council action occurred in 2013, when they passed a resolution establishing a downtown Culinary District.

Since then, efforts to support these designations have lacked several things—proper planning, community-wide support, focused leadership, and clear direction. Cygnet Strategies was hired by the City on December 6, 2016, to begin moving the districts forward with the development of complementary, implementable strategic plans.

Extensive research into the original visions for the districts, timelines of efforts since their establishment, interviews, secret shopper and digital assessments, and surveys provided insight into the past, current, and future challenges. As a tourism product, these districts—both individually and jointly—face challenges that need to be addressed.

This document is an honest assessment of current conditions with recommendations for defining the Bastrop Experience for visitors and residents. It provides recommended goals and strategies for moving forward. It also supports the City Council's recently adopted Mission and Vision and specifically addresses three of the City's Focus Areas: Economic Vitality, Manage Growth, and Uniquely Bastrop.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

Provide guidance to staff on how the recommendations should be incorporated into various groups and organizations program of work over the next 18-24 months.

**ATTACHMENTS:**

Cygnet Strategies Report



Bastrop, Texas  
Culinary District and Cultural District Strategic Plan

January, 2018

EXECUTIVE SUMMARY 3

INTRODUCTION 5

THE BASTROP EXPERIENCE 9

CULINARY DISTRICT—TODAY 10

CULINARY DISTRICT—THE FUTURE 14

CULTURAL DISTRICT—TODAY 16

CULTURAL DISTRICT—THE FUTURE 20

RECOMMENDATIONS 24

APPENDIX—SURVEY RESPONSES 30

## Executive Summary

This project began in December 2016 and was designed to reignite the efforts and enthusiasm that once surrounded Bastrop's Culinary District and Cultural District. The initial premise was that the lack of a strategic plan was holding both districts back from being successful.

Cygnnet Strategies spent 11 months conducting extensive research including a survey, one-on-one and group interviews, secret shopper assessments, digital marketing assessments, and attending events. The firm also provided joint board training for the Museum and Visitor Center of Bastrop County, Bastrop Opera House, and Lost Pines Art League, individual follow-up meetings with each board, and customer service training for retailers, attractions, and restaurants.

Throughout the research two primary truths emerged:

1. There is no active commitment of time and/or resources by the private partners in either district.
2. Neither district is functional and neither has accomplished its goals.

For the culinary district to have been successful, the restaurant owners and managers needed to effectively and consistently partner with other downtown businesses, organizations, and various city departments. To date, this has not happened.

After approval by the City Council, the Cultural District started out with formal support resolutions from several arts organizations. These groups committed to various levels of support and assistance for the first three years. However, this support and assistance did not occur.

With the lack of commitment from private sector partners and the City's lack of financial and staff resources, it no longer makes sense to keep the Culinary District or the Cultural District alive.

### RECOMMENDATION: DISSOLVE THE DISTRICTS

Dissolving the districts and narrowing the collective efforts to one goal—enhancing Bastrop's tourism product to create the Bastrop Experience—will be more successful.

What is the Bastrop Experience? It is a vision for what visitors and residents will experience. It is based upon cultural experiences for visitors that also appeal to residents and do not diminish quality of life.

Short term, there are four components to developing the Bastrop Experience.

### ***(1) Clarification of a downtown identity***

Bastrop is 30 minutes and a world away from Austin.

### ***(2) A collective vision so everyone knows what success looks like:***

Bastrop is a hearty, family breakfast in a bustling café .

Bastrop is browsing through eclectic shops on an historic Main Street where owners learn your name and invite you to come back.

Bastrop is a relaxing day on the Colorado followed by a wine tasting or a stop at the distillery and your choice of live music venues, each small enough to feel like you belong.

Bastrop is a farm-to-table cooking class or a day-long workshop exploring improv or caricatures.

Bastrop is evenings where the temperatures cool, just a bit, and you join others playing life-size board games or step up and perform at Open Mic Night on the porch.

Bastrop feels like Home and you can't wait to come back.

### ***(3) Recommendations for getting started that create short-term success:***

1. Work with local businesses to establish a consistent schedule of entertainment that can be promoted by Visit Bastrop.
2. Hold activities that appeal to younger audiences.
3. Hold multi-generational activities downtown.
4. Look at ways to integrate the arts into existing events.
5. Develop an ongoing customer service training program for restaurant, retail, and hotel staff.
6. Establish a support infrastructure for individual artists and artisans.
7. Focus on restaurant/food-related events.
8. Create and maintain an up-to-date events calendar.
9. Improve connection between Downtown and the Colorado River.

### ***(4) Effective partnerships***

Without partnerships, little progress will be made. Without business owners, organizational boards of directors, and volunteers to take the lead, any assistance and support available from Bastrop Main Street, Bastrop EDC, Visit Bastrop, and Bastrop Art In Public Places is virtually useless.

## Introduction

What is the Bastrop Experience? Why would, or should, visitors come to Bastrop and then return time and time again?

It's simple. What makes Bastrop attractive as a place to live—historic architecture, small town charm, cultural landscapes, access to outdoor recreation, relaxed pace—also appeals to prospective visitors.

Helping attract potential visitors to experience these assets is why Visit Bastrop, the City's new destination marketing organization (DMO), was created. Enhancing, expanding and leveraging these assets in a way that draws tourists is a community-wide effort. One that requires balancing an attractive visitor experience with protecting quality of life for residents.

Several years ago, Bastrop's City Council took two steps in support of tourism development efforts. This report focuses on those steps. The first was in 2012, when the Council passed a resolution supporting a cultural district application to the Texas Commission on the Arts (TCA). The application resulted in Bastrop receiving their TCA designation in 2013, as a state cultural district. The second Council action occurred in 2013, when they passed a resolution establishing a downtown Culinary District.

Since then, efforts to support these designations have lacked several things—proper planning, community-wide support, focused leadership, and clear direction. Cygnet Strategies was hired by the City on December 6, 2016, to begin moving the districts forward with the development of complementary, implementable strategic plans.

Extensive research into the original visions for the districts, timelines of efforts since their establishment, interviews, secret shopper and digital assessments, and surveys provided insight into the past, current, and future challenges. As a tourism product, these districts—both individually and jointly—face challenges that need to be addressed.

This document is an honest assessment of current conditions with recommendations for defining the Bastrop Experience for visitors and residents. It provides recommended goals and strategies for moving forward. It also supports the City Council's recently adopted Mission and Vision and specifically addresses three of the City's Focus Areas: Economic Vitality, Manage Growth, and Uniquely Bastrop.

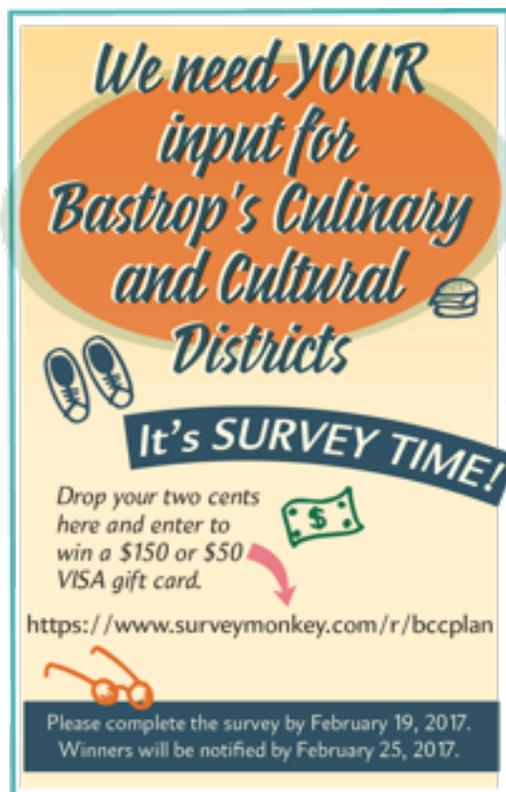
## PROJECT TIMELINE—PHASE 1

### *January 25 - February 19, 2017*

An online survey was conducted to analyze how people are currently interacting with the districts and what they would like to experience in both the Culinary District and the Cultural District. The survey ran for 26 days and was publicized via:

- Postcards distributed at more than 25 locations
- Emails to Main Street businesses
- Emails to Chamber of Commerce members
- Link on Downtown Bastrop webpage
- Social media posts

An analysis of the survey results is incorporated throughout this plan with the responses to open-ended questions included in the Appendix.



### *January 28-31, 2017*

Forty-six individuals—representing downtown business owners, arts organizations, restaurants, individual artists, and local residents involved with one or both of the districts—were contacted for one-on-one interviews. From this list, 26 individuals both scheduled and attended an interview. Interview questions were adapted based upon whether the person was affiliated with the Culinary District, the Cultural District, or both:

1. How does the district currently operate? What does it do? How is it benefitting you or your business?
2. What are specific ways you'd like to see the district benefit your business/organization/community? What tools/training do you and your staff need?
3. Have you participated in events, ads, trainings in the past? If not, why? If so, why?
4. Do you intend to actively participate in the district?
5. How much time would you be willing to commit to, on a monthly basis, to help with the district?
6. Whose responsibility is it to manage the district, develop and run events and market the district?
7. What growth would you like to see within the district?

### *January 30, 2017*

Cygnnet Strategies attended The Big Idea—Bastrop Main Street 10th Anniversary Celebration.

**March 3-5, 2017**

Meetings were held with representatives from the Bastrop Opera House, Lost Pines Art League, and the Museum & Visitor Center of Bastrop County to understand each organization's perceived role within the Cultural District.

Cygnnet Strategies attended the First Friday Art Walk and spoke with participating business owners and attendees.

A meeting was held on Sunday, March 5th at 2:30 PM to provide restaurant owners and managers an opportunity to review and discuss the relevant survey results. The day and time were specifically selected to avoid busy times and encourage attendance. 33 individuals were invited, less than 5 attended.

**February-April, 2017**

Based upon the survey responses, interviews, and meeting participation, it became clear that neither district was delivering on its promise. Enabling owners to elevate the experience they were providing was necessary. To help meet this need, Secret Shopper and Digital Marketing Assessments were performed for Main Street retailers, designated members of the Culinary and Cultural Districts, and assorted attractions.

Nearly 60 businesses were part of this effort with the digital assessments completed between February and early April and the secret shopper visits conducted between the end of March and early April.

After the assessments were completed, each business was contacted and provided with access to their confidential report. A general summary of all results was provided for distribution. A few businesses did not respond, despite multiple requests, and their reports remain available whenever the businesses are ready.

**PROJECT TIMELINE—PHASE 2****July 10, 2017**

In response to the demonstrated need for customer service training, two customer service workshops were provided, one for retail and attractions, and one specifically for restaurants. Topics included:

- Effective Communications
- Image is Everything
- Creative Greetings
- Asking your Customers the “Right” Questions
- Active Listening
- Proper Assistance
- Dealing with Difficult Situations
- Creating Lasting Impressions
- Giving a Little “Extra”
- Building Customer Loyalty

**September 19, 2017**

A joint board training (rescheduled from August 29th due to Hurricane Harvey) was provided to the Museum & Visitor Center of Bastrop County, Lost Pines Art League, and Bastrop Opera House. This training was designed to help support and enhance the boards' operations as nonprofits in today's economy. Topics included:

- Roles and Responsibilities
- Best Practices
- Committee Structuring
- Events and Fundraising
- Image and Reputation

**October 3-4, 2017**

As a follow-up to the September joint board training, individual meetings were held with the boards of directors of the Museum & Visitor Center of Bastrop County, Lost Pines Art League and Bastrop Opera House. These meetings were designed to address any additional questions and assist the boards with identifying short-term tasks that could be successfully completed and that would help strengthen the organizations and enable them to move towards sustainability.

Cygnnet Strategies also attended the Bastrop Art In Public Places (BAIPP) meeting. BAIPP is the only city-appointed board dedicated to the arts and has been highly successful focusing on public art. However, there is an inherent need in the arts community for a broader and more encompassing vision.

## The Bastrop Experience

Downtown restaurant and shop owners might be thrilled with thousands more visitors every day, but residents consider it too much of a good thing. Adding a few hundred visitors and increasing the number of residents shopping and dining downtown daily would be manageable growth and shouldn't be detrimental to quality of life.

Keeping performance venues small and intimate, developing niche events that draw targeted demographics in manageable numbers, and enticing residents to spend their time and money in Bastrop will have a positive economic impact without negatively affecting the daily life of residents.

### IDENTITY

**Bastrop is 30 minutes and a world away from Austin.**

This is not a brand, a slogan or a tagline. It is the essence of what residents described as why Bastrop matters, what makes it special.

### VISION

Bastrop is a hearty, family breakfast in a bustling café .

Bastrop is browsing through eclectic shops on an historic Main Street where owners learn your name and invite you to come back.

Bastrop is a relaxing day on the Colorado followed by a wine tasting or a stop at the distillery and your choice of live music venues, each small enough to feel like you belong.

Bastrop is a farm-to-table cooking class or a day-long workshop exploring improv or caricatures.

Bastrop is evenings where the temperatures cool, just a bit, and you join others playing life-size board games or step up and perform at Open Mic Night on the porch.

## Culinary District—Today

### BACKGROUND

In 2013, the Bastrop City Council designated the Culinary District to be:

*"promoted, advertised and marketed in a manner consistent with such designation with an emphasis on attracting and retaining businesses that are consistent with and complimentary to such designation."*

The Council also endorsed the District's goal of:

*"developing culinary tourism, within the context of contributing to the overall goal of increased tourism and enhancing the frequency and experience of visitors in the City of Bastrop."*

The District boundaries were drawn to generally encompass downtown (and adjacent areas) and all restaurants and related businesses were locally owned and operated.

In 2016, as part of a resolution designating the Bastrop Farmer's Market, the Culinary District's primary purpose was refined by the Council:

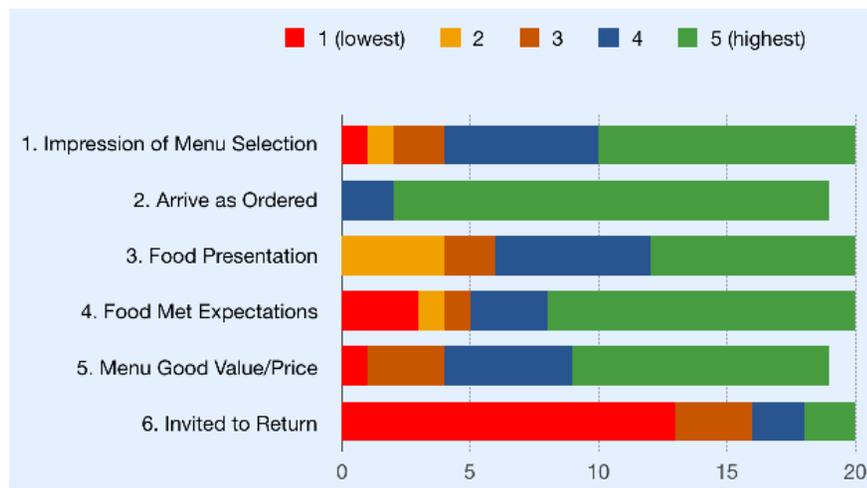
*"to recruit, develop, retain, and support businesses that are related to cooking and food, growing food, packaging food, preserving food, and preparing and marketing food, including by way of example, restaurants, gourmet stores, coffee shops, tearooms, ice-cream parlors, cheese shops, kitchenware stores, kitchen furnishing and supplies, and dinner ware..."*

This is an inspirational purpose that lacks only one thing—an emphasis on quality. A high quality product combined with exceptional customer service is the necessary foundation for a sustainable and successful culinary district.

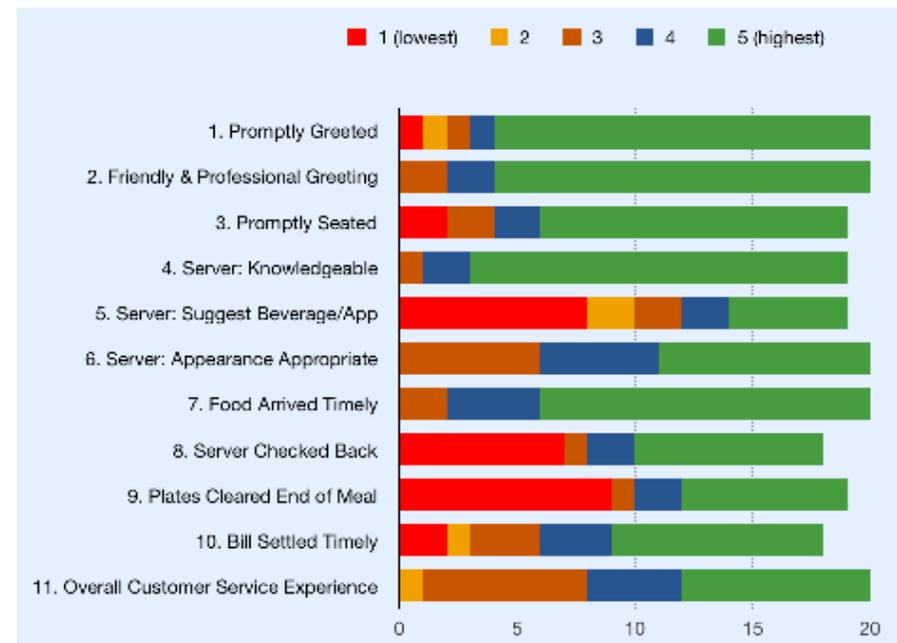
## Does Bastrop currently offer a high quality culinary product with exceptional customer service?

To answer this question, we looked at the results of the secret shopper assessments and the survey responses.

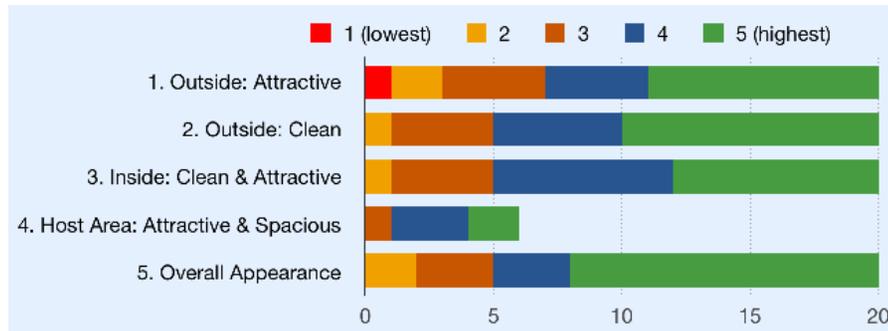
### SECRET SHOPPER RESULTS: FOOD QUALITY



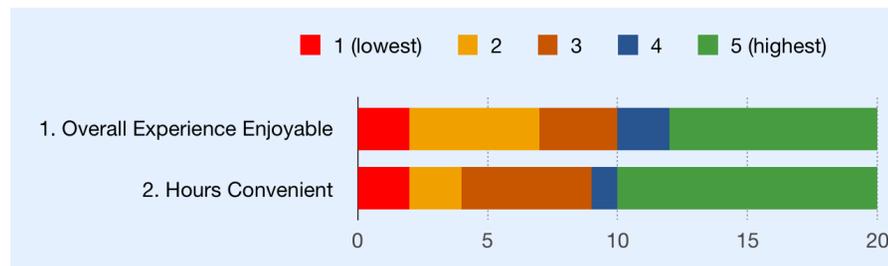
### SECRET SHOPPER RESULTS: STAFF QUALITY



### SECRET SHOPPER RESULTS: APPEARANCE

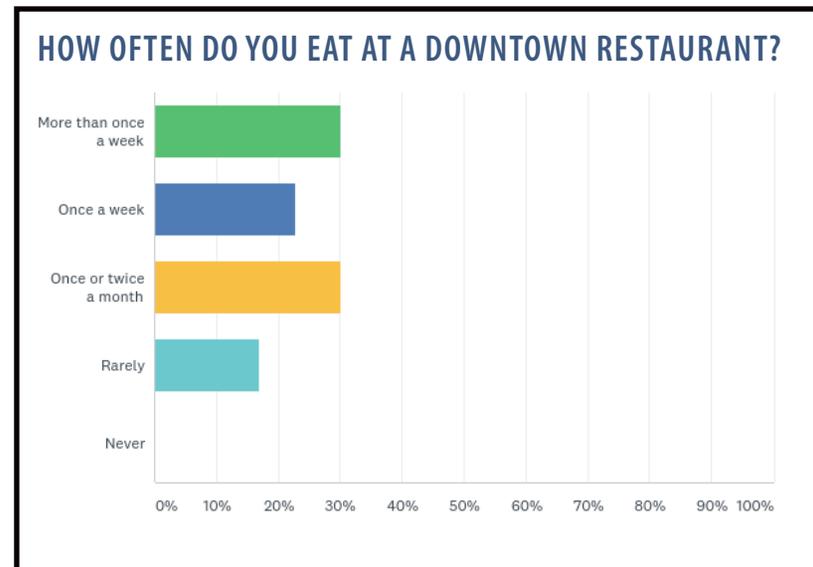


### SECRET SHOPPER RESULTS: OVERALL DINING EXPERIENCE



These results indicate that the culinary experience throughout the district fails to meet expectations. About half of the restaurants are doing an excellent job in at least some areas, while the remainder are average or below. The overall experience does not deliver on the expectation of a Culinary District.

Since nearly all of the survey respondents live in Bastrop or Bastrop County, the information about frequency of dining in downtown is encouraging. Although you would expect those who are interested in and/or who frequently visit downtown to be more likely to complete the survey, the results ran contrary to the anecdotal information we received from business owners and other interviewees about the lack of support they receive from residents.



Another indication that people are interested in and concerned about the variety and caliber of the current restaurants in the District, is the answers to this question:

### **WHERE DO YOU TAKE FRIENDS AND FAMILY FOR FOOD AND/OR DRINKS WHEN THEY VISIT?**

While nearly 80% of those surveyed eat downtown at least once a month, but more than a third (37%) take family and friends elsewhere—Austin, "not downtown", or somewhere outside of Bastrop. This is leakage that shouldn't be happening with a vibrant, successful culinary district and provides some support for the perception expressed by interviewees and owners that the District is not achieving its goals.

### **DOES BASTROP CURRENTLY OFFER A HIGH QUALITY CULINARY PRODUCT WITH EXCEPTIONAL CUSTOMER SERVICE?**

Based upon the survey, secret shopper assessments, and interviews, the answer to the question is No.

## Culinary District—The Future

When interviewees were asked to describe the Culinary District and how it operated, the question was met with silence. Some eventually answered a variation of: "It's about the restaurants and marketing them so people eat downtown." Even the restaurant owners were uncertain as to what was supposed to be happening, who was in charge, and how the District was (or could be) benefitting them.

The research indicates this fundamental disconnect has existed since the District was created in 2013. One reason could be that, except for some contracted social media marketing in the early stages, little has happened and without marketing, it will be difficult for recognition to begin among potential customers.

The more probable rationale is two-fold: (1) the existing culinary product has neither the breadth nor caliber to sustain a credible district; and (2) while there is some interest in having a district, there has been little on-going engagement among the owners and managers. Without these key components, no amount of marketing will create the experience visitors associate with a designated culinary district and its purpose will still remain unclear.

Now what?

Bastrop has three basic options related to the future of the Culinary District:

1. Do what you have been doing. Maintain the status quo.
2. Retain the Culinary District and expend resources to aggressively recruit appropriate businesses while creating exceptional culinary experiences. This requires additional staff, funding, and support of the restaurants. To date, many of Bastrop's restaurants have failed to demonstrate they have the resources to focus on an effort of this scale. Like many small businesses, their financial capital and labor resources are scarce.
- 3. Dissolve the Culinary District and focus on an overall vision for downtown while continuing to provide support for the restaurants and culinary businesses.**

### IF YOU MAINTAIN THE STATUS QUO

This has proven ineffective. It relies upon effective marketing of a mediocre culinary district as one of Bastrop's attractions. Communities around the world spend billions each year marketing lackluster experiences and are left wondering why they aren't successful.

### IF YOU ALLOCATE ADDITIONAL RESOURCES

In a perfect world—where time, money and staff are available in vast quantities—this would be the best option. It may even appear to make sense for Main Street and BEDC to continue their efforts, however each of these entities has a much broader mission and vision. It would be impossible for them to add this to their responsibilities without additional staff and an increase in their budgets.

To effectively recruit the right new businesses, and continue to work with existing businesses to achieve and maintain exceptional products and service would take additional staff and resources that are not available. In addition to dedicated staff, the budget would need to include recruitment and retention incentives.

Most importantly, complete buy-in by existing restaurants is necessary. Past efforts at live training events (even training requested by the owners) have demonstrated that most restaurant owners and managers are too busy (or disinterested) to attend and fail to send their staff.

### RECOMMENDED

#### BASTROP SHOULD DISSOLVE THE CULINARY DISTRICT

Bastrop's Culinary District currently serves no function and lacks the support it needs to be successful. It is a designation originally intended to define a marketable product and, while there is a critical mass of culinary-related businesses, they are not of the caliber to support a culinary district.

Does this mean people are not coming to Bastrop for its restaurants? Of course not! Does this mean Bastrop should stop trying to improve its culinary product? Of course not!

It simply means that trying to develop and promote a true culinary district may not be appropriate in today's competitive environment.

#### WHAT'S NEXT?

The Culinary District designation should be removed with little to no fanfare. There are many other ways to incorporate and leverage the existing and future restaurants and culinary businesses into an overall experience for residents and visitors.

The recommendations for creating an overall experience can be found in this document following the Cultural District discussion.

## Cultural District—Today

### BACKGROUND

The mission of the Texas Commission on the Arts (TCA) is: "to advance our state economically and culturally by investing in a creative Texas." In 2005, the Texas Legislature added the Cultural District program as another opportunity for TCA to fulfill its mission. This allowed TCA to develop an application and designation process and establish a grant program available exclusively to designated districts.

Bastrop's successful application was submitted in 2012 by Upstart, a local arts organization, and represented a collaboration between Upstart, the Bastrop Fine Arts Guild, the Bastrop County Historical Society, Bastrop Art in Public Places (BAIPP), the Bastrop Visitor Center, and the City of Bastrop Main Street Program. These organizations each passed resolutions to support and participate in the district for at least three years and in June, 2012, the City Council passed a resolution designating the Bastrop Cultural Arts District for a period of 10 years.

In the application, the stated goals were:

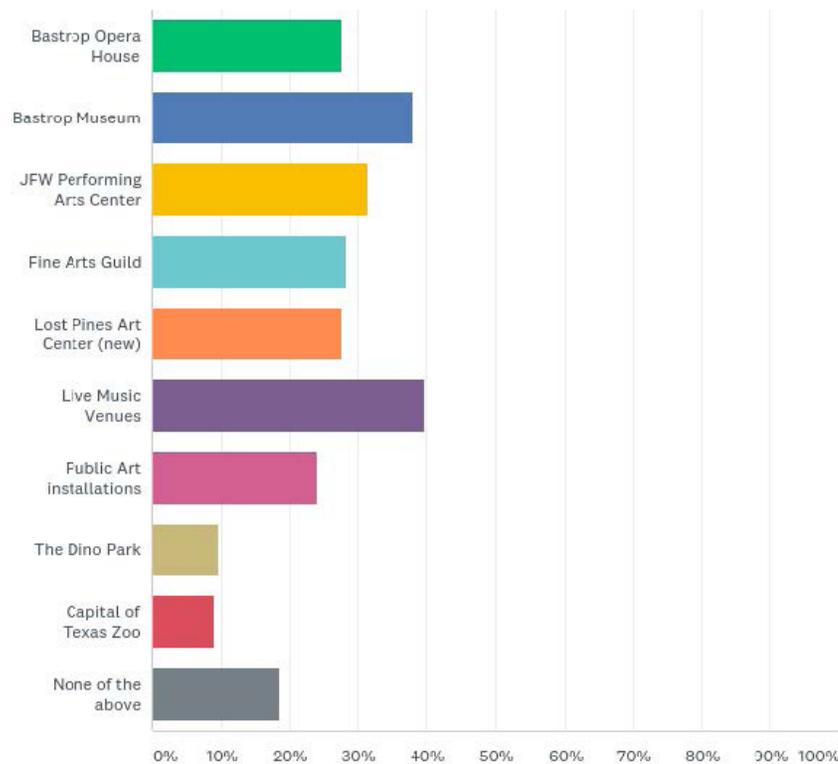
- To solidify partnerships between arts and cultural organizations.
- To promote the work of local artists.
- To enrich the lives of the local citizenry through exposure to art.
- To provide learning opportunities for local people and out-of-town visitors that includes contact with practicing artists from a variety of disciplines.
- To draw tourists to Bastrop as a cultural destination.

NOTE: TCA's designation is for a Cultural District, however, various local documents refer to Bastrop's district as a Cultural District and as a Cultural Arts District.

## Is Bastrop's Cultural District achieving its goals and/or making measurable progress toward meeting the TCA's common success factors?

To answer this question, we considered the applicable survey responses, the secret shopper assessments, interview feedback, and performed additional research as necessary.

### IN THE PAST YEAR, HAVE YOU VISITED ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)



**HOW INTERESTED ARE YOU IN THE FOLLOWING ACTIVITIES AND EVENTS BEING OFFERED IN DOWNTOWN BASTROP? (SELECT ALL THAT APPLY)**

	VERY INTERESTED	SOMEWHAT INTERESTED	NEUTRAL	NOT INTERESTED	TOTAL
Live theatre	31.33% 52	38.55% 64	19.88% 33	10.24% 17	166
Live music	57.83% 96	31.93% 53	9.04% 15	1.20% 2	166
Visual arts	24.70% 41	38.55% 64	29.52% 49	7.23% 12	166
Museums	28.92% 48	42.77% 71	24.70% 41	3.61% 6	166
Historical	36.75% 61	40.36% 67	20.48% 34	2.41% 4	166
Public Art	26.51% 44	41.57% 69	24.10% 40	7.83% 13	166
Poetry readings	3.61% 6	16.87% 28	27.11% 45	52.41% 87	166
Book readings	9.64% 16	18.07% 30	29.52% 49	42.77% 71	166
Comedy shows	36.14% 60	40.36% 67	19.88% 33	3.61% 6	166
Dance performances	15.66% 26	39.16% 65	28.31% 47	16.87% 28	166

Upstart ceased to exist not long after the state designation was granted and since then there have been no cohesive, collaborative efforts by the Cultural District. These survey results demonstrate that despite the lack of effort, there has been participation and interest in a wide variety of arts and that residents have a strong interest in continuing to support the Arts.

The following lists outline the stated goals of the Cultural District as well as success indicators outlined by TCA. A check mark indicates the goal has been (or is being) met.

### CULTURAL DISTRICT GOALS

- To solidify partnerships between arts and cultural organizations.
- To promote the work of local artists.
- ✓ To enrich the lives of the local citizenry through exposure to art.
- To provide learning opportunities for local people and out-of-town visitors that includes contact with practicing artists from a variety of disciplines.
- To draw tourists to Bastrop as a cultural destination.

### TCA INDICATORS FOR SUCCESS

- Unique and authentic identity that highlights what is special about the district and the community is in place.
- Community support of the district is in place to ensure continued success.
- Strategic partnerships have been brokered that result in a variety of resources.
- Inclusive cultural and strategic planning has been completed that articulates a vision for the cultural district in the broader community.

- The district has sustainable artistic live/work spaces that provide artists with a productive environment.
- A local developer has committed to the cultural district and understands the power of arts and culture in community and economic development.
- ✓ Anchor institutions and special events are in place and they are the cornerstones of the community and the district.
- ✓ Artists are partners, not products, and are valued as members of the community.
- Artist recruitment is an organized effort that shows how community is willing to welcome new artists and facilitate their establishment.
- ✓ Events and venues are accessible to ensure that participation is available to all of the community and visitors.
- Clear signage is in place so visitors in the community can recognize the boundaries.
- A user-friendly website with comprehensive information about the district is available for the community and for visitors.
- Marketing and promotion efforts are in place to attract visitors, potential residents and new businesses.
- ✓ Strong amenities such as restaurants, lodging, and recreation bolster the efforts of the cultural district.

## Cultural District—The Future

During the research phase of this project, interviewees were asked to describe what they thought the Cultural District was, who individually was involved, what businesses and/or organizations were involved and how successful they thought it had been. Good news—these responses were better than those related to the Culinary District.

Most people had heard of the Cultural District and knew it involved the arts in some way. As they named organizations and businesses that were involved, they were also asked if they knew for sure that the entity was involved or whether they were guessing. Most people, including individuals involved with arts organizations, admitted that they were guessing and had no idea about the true status of the Cultural District.

Cultural districts are about more than the arts and building an audience for artists. They're about your heritage, your traditions, your foods, your sense of place. It's about infusing all of these aspects into every layer of your community. That's a big job, especially for a community that doesn't have a designated organization to focus its efforts on this. Bastrop's existing organizations are focused on their own planning and management efforts and don't have the resources to maintain a sole focus on the District.

Being honest about the caliber of the product you have is important, because there is always room for improvement. Bastrop has three primary cultural anchors—Lost Pines Art Center, Museum & Visitor Center of Bastrop County, Bastrop Opera House—and each needs to continue polishing and expanding its product so it becomes more of an experience while working toward sustainability. All three organizations are dependent on Hotel Occupancy Taxes (HOT). If there was a catastrophic event involving the Hyatt Lost Pines that resulted in a loss of HOT revenues, these organizations could cease to exist.

Visit Bastrop is positioned to actively market and promote enticing experiences. In today's competitive tourism environment, organizations cannot continue to operate as they always have. They must redefine the user experience in creative and engaging ways.

Research proves tourist want experiences. Merely opening your doors to exhibits or promoting performances are no longer effective ways to maintain sustainability as an arts-related nonprofit. Here are some ideas on how Bastrop's organizations could expand as richer experiences:

Bastrop's history is important to its residents and heritage tourism is a big draw for today's visitors. The museum's exhibits place history in a broader context, however, what if when people take the walking tour, they could have a richer experience? What if they could use their phones to listen to immersive stories from historic figures like Sarah Jenkins?

What if they could participate in a play in a weekend? The Bastrop Opera House could partner with BISD for an event where people were assigned parts and given scripts for a one act before they arrived. They do a read through on Friday, put together blocking, and more rehearsals on Saturday with a performance on Sunday.

Instead of using the Art of the Pines gallery only for paintings, what if LPAC hosted a dance event where participants worked to interpret various works of art? Think of the video and photo opportunities! #ArtBecomesDanceBecomesArt

What if instead of only focusing in the visual arts, BAIPP redefined their role and supported a broad array of the Arts? What if BAIPP worked toward a stronger, multi-dimensional public art installation that could help define the Bastrop Experience?

Many interviewees were embarrassed at their lack of concrete knowledge until they were reassured that they weren't alone— no one actually knew the status of the District or even who was in charge. Several people thought that BAIPP was the Cultural District and a few provided feedback that BAIPP only focuses on sculptures and murals.

After four years, an understanding of the structure and activities of the Cultural District appears almost as elusive as that of the Culinary District.

Now what?

Bastrop has four basic options related to future of the Cultural District:

1. Bastrop could do nothing and maintain the status quo. This allows the arts in Bastrop to continue evolving organically but without a clear direction. At some point TCA will establish its criteria for renewal and Bastrop may or may not be redesignated.
2. You could simply allow the District to expire in 2023.
3. You could identify a new group to assume management of the District, however, this would require access to resources that are not currently available.
- 4. Bastrop should retain the Cultural District concept and incorporate it into a broader vision for the Bastrop Experience, but discontinue identifying it as a distinct entity. This step could require the development of a Cultural Arts Council and/or a Cultural Arts Master Plan.**

## IF YOU MAINTAIN THE STATUS QUO

This is the default option for the Cultural District. As the survey demonstrated, people are participating in and supporting the arts without any effort specific to promoting the District. Doing nothing additional is the easiest and most cost-effective approach, however, it does not allow for proactive management of growth.

Choosing this option would allow the District to technically continue as part of the TCA program. Once the reporting guidelines and/or re-designation process are developed, the District may or may not still qualify for the TCA designation.

## IF YOU ALLOW IT TO EXPIRE

Allowing the District to simply expire is like Option 1 although, it includes a deliberate decision to no longer participate in the TCA program. The biggest downside to this decision is that Bastrop would no longer be eligible for grants specific to the program. (NOTE: The 85th Legislature removed funding for these grants from the budget and there is no guarantee as to when they may be funded again.)

## IF YOU ALLOCATE ADDITIONAL RESOURCES TO HIRE OR CREATE NEW MANAGEMENT

During the interviews several people indicated that they believed BAIPP was the same as the Cultural District. Although BAIPP's focus has been on the visual arts, further discussions with individuals involved in the arts community and/or BAIPP demonstrated that there was some support for BAIPP assuming the management role for the Cultural District.

### BAIPP GOALS:

- Use the display of public Works of Art to further the Bastrop community's sense of civic pride.
- Use the display of public Works of Art as an educational opportunity for the public as well as other artists in the community and beyond.
- Contribute to cultural tourism.
- Support cultural diversity through art.

- Make art accessible to all individuals, including those with special needs.
- Encourage early collaboration on civic projects with design professionals and artists.

While it's true that most of the goals of the BAIPP Task Force are complementary to those of the Cultural District, this does not mean that BAIPP should, or is even qualified to, manage the District.

BAIPP's focus is on visual Works of Art—"including, but not limited to sculpture, water feature, monument, mural, fresco, relief, painting, photograph, and glass installation"—while the Cultural District includes the creation and appreciation of visual art along with forms like the spoken word, theater, literature, dance, music, museums, film, and crafts.

In addition, BAIPP is a voluntary Task Force reporting to the City Council. It does not have staff, an operations budget, or the ability (or authority) to function in a management capacity.

### *Cultural Arts Council*

If the City were to select this option—establishing new management—it would need to establish a staffed Cultural Arts Council within the city administration. This Council would provide continuity and consistency along with the level of professionalism necessary to successfully manage and grow a dynamic, sustainable Cultural District. Does the City of Bastrop have the necessary resources available?

## RECOMMENDED

### BASTROP SHOULD DISCONTINUE THE CULTURAL DISTRICT BUT RETAIN THE CONCEPT

Making the decision to eliminate the Cultural District after so much time and energy was put into the application process is not a decision to be taken lightly. But it is the appropriate decision if resources are not available to dedicate to Option 3.

The primary benefits of being a state cultural district are (1) being listed on the TCA website; and (2) eligibility for grants set aside for designated cultural districts. If ongoing eligibility for future grants, if and when the Legislature chooses to fund the program, remains important that designation should be maintained.

Incorporating all forms of cultural arts into a broader based effort to enhance quality of life for residents and attract visitors may be a better use of time and money. However, consideration should still be given to expanding BAIPP's role in the arts community.

### WHAT'S NEXT?

The recommendations provided in this plan can be implemented whether or not the Cultural District officially continues to exist. However, simply reestablishing the City's commitment and vision will not create a successful district. Dedicated staff and financial resources within the context of a Cultural Arts Council will also be required.

## Recommendations

### LAYING THE FOUNDATION FOR THE BASTROP EXPERIENCE

The recommendations outlined below are designed to keep Bastrop moving forward in terms of strengthening its experience. These are intended to complement existing efforts by community organizations and individual businesses.

By working on these recommendations Bastrop can define its visitor experience, deliver on its promise, and see results in revenue growth for retailers, restaurants, and attractions while also increasing the number of residents and visitors participating in cultural activities.

1. Work with local businesses to establish a consistent schedule of entertainment that can be promoted by Visit Bastrop.
2. Hold activities that appeal to younger audiences.
3. Hold multi-generational activities downtown.
4. Look at ways to integrate the arts into existing events.
5. Develop an ongoing customer service training program for restaurant, retail, and hotel staff.
6. Establish a support infrastructure for individual artists and artisans.
7. Focus on restaurant/food-related events.
8. Create and maintain an up-to-date events calendar.
9. Improve connection between Downtown and the Colorado River.

### RECOMMENDATION #1: ESTABLISH A CONSISTENT SCHEDULE OF DOWNTOWN ENTERTAINMENT

By 2019, there should be some form of entertainment in multiple venues every Thursday night, Friday night, Saturday night, and Sunday afternoon.

Building the expectation that there WILL be something happening in Bastrop, creates a thought habit for residents and visitors. "Hmmm, I wonder what's happening in Bastrop this weekend." This begins to keep you top-of-mind when they're looking for what you have to offer.

Remember, once this promise is made, you must deliver. It doesn't have to be lavish or expensive. It just needs to be interesting and something different from what visitors can get closer to home. It also needs to be worth the effort for residents to come downtown.

Ideas include:

- Live music in all genres performed by anything from one person to a symphony (and don't forget a place to dance)
- Poetry Slams
- Spoken word—reader's theater, book readings
- Comedy shows
- Open Mic Night
- Karaoke
- Trivia night

## RECOMMENDATION #2: HOLD ACTIVITIES THAT APPEAL TO YOUNGER AUDIENCES

Sometimes attracting teens and younger generations is simply a matter of marketing spin—helping them to see how the event or activity is relevant to their interests. In addition, it's important to plan activities designed specifically for them. Connect with BISD and set up a Youth Advisory group that helps take the lead on this.

Getting this age group to connect with and feel pride in ownership for downtown is an important component for sustainability. Event and activity ideas include:

- Weekly or monthly life-size games
- Temporary or permanent mural projects (maybe even their own graffiti wall or art alley)
- Pop up shops and activities
- Battle of the bands for local talent
- Great race or scavenger hunt activities where they can create teams and win prizes
- Exhibits or productions of student written/produced works
- Partner with Austin's "Totally Cool, Totally Art" program to create a satellite program through Bastrop Parks & Recreation

## RECOMMENDATION #3: HOLD MULTI-GENERATIONAL ACTIVITIES DOWNTOWN

Multi-generational groups spend more money and, as visitors, stay the longest. Activities are often designed to be family-friendly with the general understanding that this means one or more parent and their children under 12. There are many other family groups that would be a good market for Bastrop.

Think about parents and their adult children or grandparents and grandchildren without the parents. While the needs and interests of these groups may appear different, often the same event with variations on participation can be effective.

Ideas include:

- Board game nights that rotate to different restaurants on a Monday or Tuesday when business is slow
- Community reading events with the library like The Big Read
- Great race or scavenger hunt activities aren't just for teenagers, they're ideal for this type of group too
- Dress up date nights for parents/children, parents/adult children, grandparents/grandchildren, youth/seniors

## RECOMMENDATION #4: INTEGRATE THE ARTS INTO EXISTING EVENTS

Ramp up existing events by adding arts components and remember that it doesn't always have to be the visual arts. Examples include:

### *First Friday Art Walk*

Find ways for each month to be different from the previous one to encourage people to keep attending:

- Bring the Art Center downtown with activities for families or individuals where they create a different type of art each month
- Go Old School, use an empty storefront and teach kids of all ages how to make shadow puppets
- Hang a sheet, post a question and let people write or draw their answers
- Create a First Saturday event at the Art Center to fill out the weekend and encourage overnight stays
- Close Main Street and add pop-up creative play areas
- Add pop-up galleries for youth displays and sales
- Quick draw caricatures
- Take a Selfie with a piece of Public Art promotion #BAIPPselfie

### *Table on Main*

Engage different artists or groups of youth/seniors to design and create centerpieces or have a vegetable sculpture competition.

### *Pine Street Market Days*

Add a booth where shoppers can create their own masterpiece (this could change every month).

Live music is important for this type of event. It helps draw people to see what's going on.

Consider adding food trucks.

### *Veteran's Day Car Show*

Run a competition where people build a model car out of cardboard or even cake. Change the material to be used each year.

## RECOMMENDATION #5: ONGOING CUSTOMER SERVICE TRAINING

Exceptional customer service sets any community apart from its competition. Bastrop has some attractions, restaurants, and shops where customers feel welcome and important. However, there are others where customers are treated like an imposition or ignored until it is convenient. This can be fixed!

- Create a mechanism for ongoing customer service training as part of setting the tone for an exceptional "Bastrop Experience"
- Develop a reward program for staff caught going above and beyond
- Establish a Bastrop Friendly certification program for businesses

## RECOMMENDATION #6: ESTABLISH A SUPPORT INFRASTRUCTURE FOR INDIVIDUAL ARTISTS AND ARTISANS

These strategies take more effort, but over time they will help establish Bastrop as an artist-friendly community for both professionals and hobbyists. They will also be part of a strong foundation as Bastrop moves forward in its quest to attract new residents and new businesses.

### *Arts database*

Build upon the public art database by adding information about performance spaces (size, cost, contact information) and available artist live/work space. Keep it updated and publicize its existence.

### *Artist survey*

Conduct a survey to find out who the artists are that actually live in and around Bastrop, what their field is, what their interests are, what their needs are, and how they might like to be involved.

### *Art Ombudsman*

Appoint an ombudsman to help artists navigate city bureaucracy, identify where people can have pop up events and activities, and work to minimize the permitting process.

### *Roundtables*

Host quarterly roundtables, with different themes, for collaboration among individuals and organizations. Don't forget to involve the crafters and DIYers.

### *Housing*

The lack of affordable housing close to downtown or elsewhere in Bastrop creates staff recruitment issues for restaurants and shops and makes it more difficult for young artists, musicians, and others to locate in the area.

Begin developing options for addressing this need. As the population shift continues from Austin, this will become a greater issue.

### *City Council*

Establish a culture month and a culinary month each year and highlight the month with pop-up activities and events.

Consider using a cultural opening for meetings. This could be a short poem, a very short essay, interpretive dance, or music.

## RECOMMENDATION #7: FOCUS ON RESTAURANT/FOOD-RELATED EVENTS

Visitors are no longer content to simply see things. They want to be active, they like hands-on, they need to have an experience. They want to help prepare the meal and then sit around a common table and share it. They want to learn about the food they're eating and where it came from. They want to know the story.

The common interest in food runs across generations. Think about what people post on Facebook or Instagram – pictures of food. They talk about great meals or share photos of their gardens. Did you know there are more than 248 million Instagram photos tagged #food?

If you search Instagram for #Bastrop, #bastroptx or photos with Bastrop as a location you don't see many food or drink photos. The ones that do exist are being posted by the businesses themselves or they are photos of food people have prepared in their own homes. This means people are not having an "experience" at Bastrop's restaurants, they're simply eating a meal. That's not enough to drive visitation based on culinary options.

### *Menu Options*

Restaurants don't need to change their entire menus but they might want to consider reviewing the survey comments at the end of this document. Several comments mention a desire for healthier, farm-to-table offerings.

### *Community Kitchen*

Is there a location where you can establish a community kitchen to host cooking classes and where small businesses can reserve time to create products to sell?

### *Restaurant Week*

Pick the slowest time of the year and start a restaurant week. Just be sure to check with Austin and surrounding communities so that you're not competing with their events.

### *Taste of Bastrop*

Find another community event to partner with and, instead of food trucks, provide A Taste of Bastrop with local restaurants featuring their specialties.

## RECOMMENDATION #8: CREATE AND MAINTAIN AN UP-TO-DATE EVENT CALENDAR

Getting accurate information in a timely manner can be a challenge when updating an events calendar. But the calendar is critical and if it isn't accurate or available several months in advance, you're missing out on a portion of your market.

Establish requirements for the Museum & Visitor Center of Bastrop County, Bastrop Opera House, Lost Pines Art Center, and anyone else receiving HOT funding, that to receive any funds they must submit an annual calendar of events with their application.

Of course, smaller activities or one offs do come up. Organizations should take advantage of these but basic annual events, and as many other events as possible, must be put on the calendar as a minimum requirement for funding. Without timely marketing, the potential impact anticipated from using HOT funds is lost.

## RECOMMENDATION #9: IMPROVE CONNECTION BETWEEN DOWNTOWN AND THE COLORADO RIVER.

Downtown access to the Colorado is an underutilized asset for Bastrop. Cross promoting water sports is important as part of enticing people to stay longer or come back. Many visitors, and even probably some residents, have no idea they can get out on the river so easily just off Main Street.

Calling more attention to the back porches and back decks on buildings along Alley B can help as well. Pay attention to the view shed. Do you need murals? Do you need trash bin enclosures?

Finding businesses in The Crossing can be difficult for visitors because of lack of signage and no easy or appealing pedestrian access to the area. Customers either walk in the street alongside the Museum & Visitor Center then across the parking lot and Alley B, or they enter through the parking lot off of Chestnut. As the downtown master plan process moves forward, keep this on the list of issues to be addressed.

The June Hill Pape Riverwalk is more than a greenway or walking trail. It's a potential venue for pop-up activities like:

- Plein air painting
- Music
- Library story time
- Games

### *About the Cultural Heritage Trail:*

The development of the master plan for the Cultural Heritage Trail is thorough and would prove to be a great addition to Bastrop. However, the proposal has received challenging feedback regarding the budget and location.

One of the rationales behind the project is that it would bring both residents and visitors to the river in an underutilized area of town. While this may be true, and it may also be true that some out-of-towners would choose to visit the Trail, it is physically removed from anywhere for visitors to spend money. This makes it an infrastructure cost for the City without offsetting revenues.

With the location of the Trail in Bob Bryant Park, additional traffic caused by any potential visitors could significantly alter the quality of life for residents and the desirability of the neighborhood as a place to live.

For now, a better use of these funds might be to complete the downtown trail expansion, complete the trail to the state park and then enhance these trails with public art. Adding connectivity and biking opportunities will create a richer overall experience for residents and visitors.

WHAT OTHER TYPE OF RESTAURANTS OR FOOD/DRINK-RELATED BUSINESSES WOULD YOU LIKE TO SEE IN BASTROP?
buffet Vegetarian
Brew-Pub
Nice Italian restaurant
Something besides Mexican, fried foods, pizza, and fast food
A deli, good sandwiches and salads.
At least one good "quiche" restaurant similar to the original Baxters. That is, quality dining that doesn't raid your pocketbook.
Italian food, Chinese Restaurant (not fast food)
Outdoor seating, tapas and cocktails w- live music
A cafeteria style southern comfort food
YES! We would love to see more Farm to Table restaurants, more 'clean eating' restaurants - a juice bar, a soup/salad bars. More open space restaurants that are kid friendly. I would love to see a small live music venue with music every night for Happy Hour that could showcase local and regional acts. The Peterson Brothers (when not touring) should have a weekly showcase - much like Bob Schneider does at the Saxon Pub on Mondays.
More upscale clothing stores and maybe Target.
a good brewpub
Anything fresh and put together with some care and thought
Affordable Steak Houses
More Greek/Middle eastern/Mediterranean casual restaurant. Somewhere I can get a great gry
More Asian cuisine, and more deli choices.
Can we get a really good higher class burger bar here?? Google "Bar Louie St Louis" to get an idea of what I am talking about.

WHAT OTHER TYPE OF RESTAURANTS OR FOOD/DRINK-RELATED BUSINESSES WOULD YOU LIKE TO SEE IN BASTROP?
Italian (not pizza) oriental
Sea food and/or sushi. Salad bar.
Golden Corral, Arby's, PFChang's, El Morella's (like in Elgin), Soup or Salad, Denny's, TGI Friday's, Murphy's (Winchester), Moonshine Bar and Grill (Austin), Melting Pot (Austin) pancake place, Circle W (breaded tenderloin sandwich), dance hall would be nice
would love to see a high quality Thai or Indian restaurant.
More options for a sit down meal that is not a sandwich, but not a \$30 steak.
Italian , Sushi
Cafeteria
Asian inspired food or Indian food. We need a good Indian restaurant or Thai restaurant. We have way too many Mexican-type restaurants and it's getting frustrating.
Mid level family restaurants such as Olive Garden or Cheddars. Family friendly buffets such as Golden Corral or Ci Ci's.
Cracker Barrel type establishment...good food at an affordable price.
Seafood restaurants, NICE steakhouse
Salad bar
Italian, Cajun/Creole
An Asian restaurant that isn't a buffet or chain, more formal type. Some type of comedy club or dinner theater
Healthy food options like big salad bar with home made breads and soup. Lite sandwich and fruit.
More upscale Wine bar/cocktail bar open later Expand the farmers market-too many baked goods and plants, not enough produce, more wineries, brewery and restaurant
Something other than Mexican food or BBQ
A traditional bakery, an "old school" soda shop with deli, Italian eatery

WHAT OTHER TYPE OF RESTAURANTS OR FOOD/DRINK-RELATED BUSINESSES WOULD YOU LIKE TO SEE IN BASTROP?
always enjoy visiting the Boerne Epicure Gourmet Market - Boerneepicure.com - and think a shop/deli like that would be awesome in Bastrop!
Wine bar
Restaurants with more high quality healthy choices. More natural and organic choices.
BBQ, Deli
Asian. Outdoor style places like Neighbors. I would love to see the empty lot space on main street turned into picnic tables and food trucks.
Soup and salad bar
Salad bars, buffets, an affordable steakhouse
First rate, but reasonably priced steakhouse. Likewise, a first rate pizza place. Also, a Chinese buffet with quality food selections.
Parking lots. Greater variety of types of cuisine. Upscale Japanese, Chinese, seafood, contemporary american restaurants.
Farm to table using local products Brewpub Wine bar
Healthy foods, simple tea room fare
I really enjoy sushi or a true Mongolian restaurant. Maybe a place for more soups, sandwiches, bratwurst. And definitely Cajun or soul food.
Seafood
Restaurants / Bars with high service standards that offer good food and Craft Beer for a good value (not necessarily cheap). More quality and locally owned dining choices, not all low to mid-level restaurant chains. People will pay for quality. Restaurants that offer locally-sourced and house-made dishes instead of the Sysco sourced food items. Bastrop has no destination restaurant like Lockhart is known for bbq. A restaurant that offers the best/award winning/biggest; pizza, burger, fajitas, mac and cheese or whatever would draw folks in from all around. I would like to see more adult (couples, singles, professionals) targeted eateries. Going to the "top" steakhouse in downtown Bastrop and having children run around the restaurant is not going to get a recommendation from me or my family and this does not occur in the higher-end restaurants in Austin.
Consistent quality Chinese, Sea Food and Mexican restaurants.

WHAT OTHER TYPE OF RESTAURANTS OR FOOD/DRINK-RELATED BUSINESSES WOULD YOU LIKE TO SEE IN BASTROP?
Hooters
another up-scale restaurant downtown, esp. since Baxter's restaurant part closed
seafood, Cajun, Japanese
something like a Papisitos..
family type eating Dennys, Waffle House etc
Better Chinese or Thai food. Maybe sushi
Full menu Italian restaurant (downtown)
Wings/sports bar, 24hr breakfast, Italian restaurant. Definitely more restaurants with playgrounds for young kids, indoor or outdoor.
Asian.
Bastrop needs some healthier dining options, such as Panera Bread
More Italian, seafood and sandwich/salad restaurants. Different selection of reasonably priced steakhouses would even be nice.
A good Chinese and a GOOD Italian, and a I-HOP
Olive Garden, IHOP/Denny's, Buffalo Wild Wings
Something like a P Terry's or a sandwich shop besides Subway like a Planet Sub would be nice!
Good Chinese food and a modern sports bar.
A hip, fun, outdoor food truck park would be awesome. Incorporate some music too.
Honeys Pizza, Amy's Ice Cream Shop, Salt Grass Steakhouse, Panera, Three Guys Hamburgers
Home cooking, more like Gracies, less Mexican food
There are good places to eat but most are hard to find seating
Paneras
More Gluten free options! A Sushi/seafood restaurant, Souper salad, And healthy juice bar would be great as well.
A place with good juices/smoothies and coffee

WHAT OTHER TYPE OF RESTAURANTS OR FOOD/DRINK-RELATED BUSINESSES WOULD YOU LIKE TO SEE IN BASTROP?
Ethnic restaurants, such as Korean, Ethiopian and Japanese restaurants. Healthy restaurants with whole foods and nice setting for community gathering.
Mongolian type grill (more healthy options) and a Chipotle.
Jason's Deli, Chuys, Rosas, Chinese food
I believe the loss of Baxters on Main is a tragedy and sure hope we get another quality restaurant like it.
More fresh local dining options. Enough of chain restaurants and Mexican.
Local Crafted Brew pub, wine bar, Chuy's Mexican Food, Seafood, Sushi
Good Thai, sit down
Seafood
I would really like to see Bastrop have a food trailer area - As of right now no food trucks are allowed in the city limits, but I can see this being a great way for new businesses to thrive.
Olive Garden, Target, Sams or Costco
I really miss Baxters on Main and think we need another fine dining choice, other than Piney Creek for dinner downtown.
Really not a BBQ specialized place downtown, also a craft brewery type pub, not a sports bar we already have an excellent one, also need more places that serve breakfast on Sunday, long wait at Maxines
Pancake Houses and other breakfast locations, mid-priced family restaurants (no more fast food, step-up restaurant such as a "steak N Shake"...only an example. How about a German restaurant?
German restaurants. No more mexican food. Ihop or dennys would be great
Upscale steak and/or seafood
Another upscale restaurant would be nice Another live music venue
IHop, Red Lobster, Outback
Would LOVE a German restaurant! Also a soup and salad restaurant would be nice to have, i.e. healthy choices.
BUFFALO WILD WINGS SPORTS BAR TEXAS ROAD HOUSE JIMMY JOHNS

WHAT OTHER TYPE OF RESTAURANTS OR FOOD/DRINK-RELATED BUSINESSES WOULD YOU LIKE TO SEE IN BASTROP?
soup and salad, or sandwich place
Jason's Deli
Asian/Asian-fusion, Italian, Coffee bar (coffee shop by day- bar/live music at night - Reference: Halcyon in Austin)
Pei Wei, Olive Garden
Dennys and burger king and ihop
I'd like to see an independent grocery, that carries fresh, local foodstuffs, and caters to a more gourmet, upscale market. The addition of a good indie grocery would be a great motivator for people to come downtown. I'd also like to see a downtown coffee roaster. There are some places in Downtown Bastrop that provide coffee drinks - but a serious coffee place would be great. And finally, another brewery would be perfect for Bastrop, given the artisan nature of the town, the rustic atmosphere, Bastrop's reputation for having a lot of grit and the number of tourists who'd love to come in and spend a full day. It's just ideal.
mid-point restaurants with varied menus like you find in Austin. Also, more Asian fare.
Target
Ihop
IHOP!!!
Italian, Seafood
Asian Food Brewery Charcuterie/Delicatessen
higher quality and more trendy. Less fried and unhealthy options
Greek, Lebanese, boiled and grilled seafood
cafeteria, soup and salad bar
Something other than Mexican food. I like it, but theres too much. Need some variety. Good Chinese, Greek, Korean, etc.
1st a place to fill beer growlers 2nd Mediterranean / Greek food
Sea Food
Vietnamese, Thai, Italian

WHAT OTHER TYPE OF RESTAURANTS OR FOOD/DRINK-RELATED BUSINESSES WOULD YOU LIKE TO SEE IN BASTROP?
Olive Garden, Dans Hamburgers, Freebirds
TEXAS STYLE BBQ
Olive Garden
Seafood and breakfast
Greek or Cajun restaraunt
Some healthier options, like farm to table restaurants. Example- Greenhouse Craft Food and Jack Allen's Kitchen.
Soup & Salad Restaurant, Korean Restaurant, Tea Rooms, Seafood, Japanese Restaurant, More variety in Chinese, Dumpling Restaurant
Ethnic besides Mexican, good Italian
a hibachi grill/Japanese, food trucks, anything that's not Mexican food
Italian, real Cajun
A fruit and cheese shop would be nice
restaurants with delicious, very healthy or organic and vegan menu options using local meat and produce
Would love to see a beef bowl type place with healthier food. It seems like we only have Mexican, BBQ or Chinese food around here. It would be nice to have a jersey mikes or a p. Terry's.
IHOP dennys
A good chinese place
Coffee shop, deli, grocery store with local goods
All types (no more Mexican Food or BBQ as there are already a lot of options in this category).
Luby's--cafeteria style restaurant Olive Garden Red Lobster
Healthier Options A bar with dart board More patio options on Main St side walk
family style like denny's or soup & slad
Indian (tikka masala, naan, etc.); healthy (salads, etc.);
More specialty dining/more fine dining.
seafood or Italian

WHAT OTHER TYPE OF RESTAURANTS OR FOOD/DRINK-RELATED BUSINESSES WOULD YOU LIKE TO SEE IN BASTROP?
IHOP, Starbucks type place downtown, a good salad bar, Return Locks soda fountain or something like that with ice cream. Maybe BlueBell!
Restaurants featuring locally sourced foods.
A place that teenagers can go to that is safe but has multiple things to do, and has some choices of food. Something else besides the theater.
Olive Garden
Ice Cream
a dance club/nightclub and Chuy's.
Sushi restaurant!
A micro brewery
Local produce-driven establishments. Better food quality at Piney Creek Chop House and 2 Mexican Restaurants. More dinner option restaurants. Main St. Cafe great option as well as Anita's for lunch food.

WHAT ADDITIONAL MUSEUMS, ARTS, ENTERTAINMENT, ACTIVITIES OR EVENTS WOULD YOU LIKE TO SEE IN BASTROP?
unsure
I would like to see an open air artist festival with food/drinks and children's activities.
Live shows, live music, nightlife
Free outdoor music, crafts (like Austin in's Pecan Street) and timely notice of events
Festivals
Concert venues, theater
Some sort of community art project
I would love to see a free series at the Park or somehow get Neighbors to do one. I would love to see a 'full time' music venue in Downtown Bastrop.
Antique malls or shops.
I remember Market Days being more robust with vendors back in the 90s, while it seems somewhat anemic now.
Maybe a real museum
Free concerts
Inside arts and crafts...I know there are occasional ones.
Dance, either performances or lessons for specific types of dance. Outdoor activities, events held outside on main street.
Activities focused on families with young children
Seasonal events- such as spring/summertime weekly music events held at a local venue, free of charge. Invite food trucks.
Weekly/monthly stand up comedy. Live music. More hiking/biking/nature trails with access to downtown. More lodging in walking distance of downtown. (While keeping with the historic values! I know! Almost impossible) Parking for downtown
None, I can think of.
Racquetball courts, driver in theater, plays and musicals with dinner served,
It's a stretch for such a small town but I would live to see symphony performances.
Other live music options besides a pizza shop. A high-end bar and cigar shop would be welcome.
More events

WHAT ADDITIONAL MUSEUMS, ARTS, ENTERTAINMENT, ACTIVITIES OR EVENTS WOULD YOU LIKE TO SEE IN BASTROP?
I have an 8-year-old child and I hate that we no longer have an indoor play place to go to besides Chick-fil-A. I'd love to have a place with wi-fi access that's indoor that I could take him too again. Also I think there needs to be better advertising for the entertainment that is offered downtown. I didn't know Viejo's had movie screenings once a month until I found out by chance. One last thing I would love is an entertainment venue that was interactive. I'm not sure what would do well in downtown Bastrop, but escape rooms and things like that are all the rage right now. We definitely need something the younger generation in Bastrop could do besides going to the movie theater/ bowling or running into Austin.
Nothing, really. I enjoy live music and most of the places downtown normally have live music on the weekends.
More handicapped accessible activities.
More community theatre, more music venues,
Kid friendly and meaningful. Ex. Lego day at the library was a cool idea, but there was no instruction. It was literally a few kids getting out boxes of Legos. Why go to the library when we can do that at home??? Bastrop is not austin so stop trying. Be unique.
none
Comedy
Places to dance, comedy
Comedy clubs/someplace to eat and see a show
I'd like the shops to stay opened later so I could shop Fayetteville work. I get off work at 5pm and by the time I get downtown the stores are closed. I can only shop on weekends and parking is hard to find.
More kid related activities and businesses, redo the lights on the river-not as good this year, maybe a springtime wine swirl or instead of wine have local restaurants and businesses do the swirl but with margaritas
"Thinkery Center" for kids like in Austin, Book Stores, Mud Rally, Monster Truck Show :)
Market days, dance hall, rock gym
Nature and green related activities and tourism. I would love to see Bastrop promote regular classes for advanced training credits for master gardeners and naturalists and other environmental studies.
Student arts competitions

WHAT ADDITIONAL MUSEUMS, ARTS, ENTERTAINMENT, ACTIVITIES OR EVENTS WOULD YOU LIKE TO SEE IN BASTROP?
Music festivals
More public events at the Performing Arts Center
More weekend events. Have the restaurants all open more regularly.
More in the farmers market. I have several people ask about it. I tell them it's worth checking out.
Cooking classes, seminars, meet ups
Live classical music - chamber music such as string trios or quartets
Parking first.
Food and beer or wine festival Book fair Storytelling festival Historic walking tour River festival
More historic, especially early settlers and native american
Community theatre (non-musical with open auditions), stand up comedy
River related
Upgraded movie theatre, comedy club or comedy nites, craft beer event, live music event, local-oriented food, beverage and arts event.
Unknown
Live music venue not associated with a restaurant/bar.
Lectures, maybe at the library or museum, about art or history or other interesting topics; more offerings at the opera house; culinary events with food trailers and wine tasting
More live music venues
Restaurant with good food at decent price
move the Halloween back to downtown instead of the park
more for all ages and not just on holidays
Outdoor activities and kid friendly events for all ages.
Battle of the Bands contests, a music festival
Kids museum
MORE ART RELATED MERCHANTS
Parks and sports fields

WHAT ADDITIONAL MUSEUMS, ARTS, ENTERTAINMENT, ACTIVITIES OR EVENTS WOULD YOU LIKE TO SEE IN BASTROP?
It would be nice to see exhibits that actually come through Bastrop that are related to Texas culture as well as the different cultures that have contributed to Texas history. More activities for youth that doesn't necessarily fall into youth development, but would enrich them and expose them to different things. A children's hands on museum would be great.
I'm open to suggestions and ideas. Have none of my own right now.
A GOOD YMCA! We need more family activities! So upset that we no longer have a bounce house place. There's almost ZERO places for children to play indoors. It's very frustrating that with the growth of Bastrop, the need for more schools (read: LOTS OF KIDS) that there hasn't been any indoor play places or activities added to our community.
Children's museum or maybe a nice botanical garden to go walk through on a nice day. An Alamo Drafthouse would be awesome! I would also love to see more gym options (i.e. Planet Fitness). Live music is always fun.
Running Trails - expand Fisherman's Park for runners but not on concrete (bad for joints) since trails limited at Bastrop State Park.
Use the Wilhelm and ADVERTISE for small classical concerts, jazz and ballet
Oktoberfest! Lots of Germans in the area. A home brew competition would be FUN. A children's museum! PLEASE! With activities similar to the Thinkery in Austin (obviously on a smaller scale). We love the library- maybe they have ideas to contribute toward that.
none, there is not enough parking to allow for more events or restaurants, or buildings
Wine festival on the river (like Greune). Tom Clayton and I have discussed this possibility several times.
Antique Stores
Rock climbing, trampoline park, etc.
Definitely more live music
spring festivals wildflower
More activities that would draw people along the Colorado River
*Recycling Events to help clean up Bastrop. *A focus on the Lost Pines as a street art festival.
More activities that would draw people along the Colorado River
Concerts in the park

WHAT ADDITIONAL MUSEUMS, ARTS, ENTERTAINMENT, ACTIVITIES OR EVENTS WOULD YOU LIKE TO SEE IN BASTROP?
more art film rather than blockbuster movie options. More organized recreational activities more farmers market choices
Downtown Street Dance, Strolling Band on Main Street, BBQ Cook-off, Chile Cook-off, Food and Wine Tasting
More classical/semi-classical music events, such as small instrumental groups, etc.
Antique shows, children's events
I'd like a climbing gym. And a Half Price Books. A POOL!!! We need an Olympic Pool in the community for lap swim and a sports park for the entire community. Also, can't wait for the expansion of Fisherman's Park trail.
Don't really like any of these
Quality plays, dinner theatres
more rodeos and bull ridings, something different like hot air ballons
comedy club or comedy show at opera house, outdoor music venue on the river, use the field at Fisherman's park?
Live shows of any kind.
Opera
More live music
A festival that brought in different music acts combined with perhaps a chili cook off or a steak cook off.
not sure
A museum with more of our colorful history, such as stories of outlaws, important people who have visited here, etc. Current museum is a little bland.
LIVE MUSIC
street dances to attract younger folks
Unknown
More live music, especially larger bands (not the same local people every weekend would be a break from monotony). Outdoor venue somewhere downtown for music performances, theater, dance, etc.
rec center for children/adults

WHAT ADDITIONAL MUSEUMS, ARTS, ENTERTAINMENT, ACTIVITIES OR EVENTS WOULD YOU LIKE TO SEE IN BASTROP?
Concerts
I think Bastrop needs a music festival that's styled after successful Austin music events, not just an outdoor country show.
Consistent Music Venue (indoors with air-conditioning and heat)
Kid friendly billiards house
Comedy club
More children's activities like movies in the park, little carnival type events, stuff like that
Consistent live music (and something other than country) every xxx night at yyy venue. Its very sporadic.
More retail oriented events to generate sales
Retail that provides a unique variety
Dance hall
Let's get people to use the ones we have before adding more
music related stuff
live music / dance floor
Don't know. Define Bastrop. Is El Nuevo Bastrop? Lost Pines Toyota?
A vibrant community theatre group
Outdoor concerts
Festivals
Live music venue
Movies in the park
Drive in theater
There is a lack of indoor activities for children, such as bounce houses or trampolines. Some family culinary classes would be great.
I would love to see more art classes, seems like by the time I hear or see on FB about something, it's over ??

WHAT ADDITIONAL MUSEUMS, ARTS, ENTERTAINMENT, ACTIVITIES OR EVENTS WOULD YOU LIKE TO SEE IN BASTROP?
I would love to see lots of pop-up galleries for artists. More classes and demonstrations in both arts and culinary arts. Dinner and dancing events. Kids and Young Adult workshops and events.
I would love to see more art classes, seems like by the time I hear or see on FB about something, it's over ??
We need more casual bars for grabbing a drink and maybe a snack. Places geared toward younger people. And a really cool coffe shop right on main st.
food festivals, music festivals, book festivals, more movie nights in the park, cooking classes
More street fairs where the entire street is blocked off.
Country music venues
Free outdoor music in the park
Convention Center needs 21st century management
ACTIVITIES FOR KIDS!! I always have to go into Austin for the Zilker train, my gym, wildflower center, trampoline park, thinkers, kid friendly shows like the Xmas symphony at the long center. Also would love more kid classes.
Theater/comedy
Children's museum
Putt-Putt, Indoor Kids play places
Events on the West side of the River. Family programs. More international and cultural activities. For example, celebrating "Day of the Dead."
MORE MUSIC - A REAL MUSIC FESTIVAL Theater, even if its community theater, at the opera house. A scooter rally (like a biker rally but for scooter people) A craft beer festival
comedy club
Arts & Crafts Festival w/music
More events like Lost Pines Christmas where the whole community works together to present a fun, varied event.
Music festival, Vintage and antique fair, craft show,
More live music
I like seeing the things that will attract teenagers and give them something to enjoy

WHAT ADDITIONAL MUSEUMS, ARTS, ENTERTAINMENT, ACTIVITIES OR EVENTS WOULD YOU LIKE TO SEE IN BASTROP?
Quilt Show
cycling events
maybe a cowboy/western heritage museum, live music venue - more good music at Neighbor's. food truck festival or more food trucks at festivals that are all not just white trailers serving plain food.
A music festival would be AWESOME!
Partnership with Nov Bullock Texas History Museum to share exhibits
More live music, festivals with farm to table food. Better farmer's market.

WHAT TYPES OF NEW BUSINESSES IN DOWNTOWN WOULD ENCOURAGE YOU TO SPEND MORE TIME THERE?
I had a shop downtown and know that it is better to have many "even if they sell the same" than to not have enough.
Better service, Bastrop has always been, slow to indifferent service. If they don't know you they will get around to you sometime. Clean the tables and common areas quickly, poor management. Change a menu or products occasionally. If you have worked there for ten years know what you are selling. Act like you want my business and are happy I'm spending money in your establishment.
Places that you can sit around and hang out at maybe even without having to buy anything
More Farm to Table. I see a need for higher-end shops in downtown to bring more traffic from Lost Pines.
Need more of a variety of stores, like Fredricksberg.
although Bastrop Brewhouse ran itself into the ground, I still see a need for a good brewing culture in Bastrop. I am always about culinary classes.
A great health food type store so I don't have to go to Central Market or Whole Foods in Austin! Bastrop HEB is improving, but not enough.
Activities that you can participate in or learn something would be interesting to have, like short lessons you can go to
Specialty food stores and culinary class offerings would be particularly interesting to my family.
It seems like downtown Bastrop already has some of the above mentioned, but it just needs better business hours. We mived here from St Louis, MO, and now we don't even get home from work until 5, if not 6pm. If we go out for dinner, which we do often, most of the little shops are closed by the time we take a walk around downtown after dinner (7pm-ish). While I'd love to stop in some, we are stuck with window shopping.
More affordable(for retailers) spaces! Brew pubs, wineries, distilleries mixed with restaurants and retail. Parking and lodging that fits/mixes with the historic construction of the downtown area or in easy walking distance to downtown/historic district
I'd love more options and activities.
We have too many knickknack shops. I walk by them and always wonder how they stay in business because most of the things in those shops don't appeal to the majority of people. Some specialty stores in different categories besides home decorations would be nice.
My husband and I normally eat out 1-2 meals a day on the weekends and we live a bike ride away from downtown, so enjoy riding our bikes into town for lunch or breakfast.
Parking is a problem to do anything downtown. Especially if you are handicapped.
Casual dining with gluten free, healthy options. If you've not been to the the wine bar in Smithville, go! Something like that would be nice.
Not interested in more high brow restaurants or bars. More free meeting space is needed. Places for showers or other small events that are cheap to rent or free to use.

WHAT TYPES OF NEW BUSINESSES IN DOWNTOWN WOULD ENCOURAGE YOU TO SPEND MORE TIME THERE?
We need any type of business that will attract people downtown. Family type activities
Would like more diverse options
A coffee shop that did a singles night out would be a great and safe environment to meet new people. Bastrop has nothing for singles to mingle.
Add a women's boutique, children's boutique or toy shop, Hallmark type store,
More variety.
We need a little more variety in the shops that we have. Right now they are very heavily weighted to art. We need shops that offer items that people purchase on a regular basis, especially if we want our residents to shop. I buy art on occasion but I buy clothing, food items, household items, pet items on a weekly or monthly basis. We try and dine downtown every weekend and would like to have music consistently in a variety of places. A place to dance would also be nice.
A deli/market such as Boerne Epicure Gourmet Market would be fabulous!
Need a bigger variety of restaurants, more farm to table. Coffee shop downtown would be neat.
Whole Foods store Cajun or seafood restaurant
Downtown focuses on tourist. Bring locals and they will bring visitors.
I think more shops would be helpful, including some on side streets. There is a variety of pleasant shops on Main but more parking is required for expansion
A good BBQ place, maybe a branch of an established name like Smitty's or Franklin, or recruit an upstart through a cook off contest.
Bakery similar to Johnson's with lunches and cakes, cookies, etc. Coffee shop like Blessed Bee. A cookie delivery service like Tiff's treats in Austin.
While most of the above businesses currently exist in downtown Bastrop, from a business owner perspective, it is difficult for any business to survive in downtown Bastrop without the volume of people visiting downtown, especially during the week. Parking downtown seems to be an issue when there are events.
I go where and when I wanna go, and don't need any special incentives.
I would like to see more to do downtown but before that is feasible, they need to address the traffic and parking issues. Not enough parking to address the downtown traffic.
I miss the failed Bastrop Brewhouse.
anything family freindly
More selection in coffee shops where seating is available ,same with eating, and clothing
A kid friendly brewery with playground would be fun, if that's legal. Any restaurant with a playground for kids would be great. Downtown doesn't feel kid friendly.

WHAT TYPES OF NEW BUSINESSES IN DOWNTOWN WOULD ENCOURAGE YOU TO SPEND MORE TIME THERE?
Stand-alone bars and coffee shops (as opposed to just as a part of another restaurant) for casual hanging out might be nice.
AGE LIMITS MY INVOLVEMENT...
Kitchen store, cooking classes.
Whole Foods
A better selection of bars would be great. Right now we have 3 bars downtown and only one is really just a bar. I would love to be able to go to a culinary class and then be able to go into a store that sells the items need without having to go into a grocery store for everything.
Maybe a nice dance club?
Culinary classes would be awesome.
It would be nice to have a few more options. Sometimes it's nice to just get out and wander around. Especially if there are a ton of cool shops to check out.
Bastrop could use a GOOD car wash and a Sports bar!
Craft beers are awesome. It would be nice to have a Bastrop local. Actually Tough Cookie is a great local for coffee and pastries.
The quality of food and service at restaurants in Bastrop is below standard. Tax grants, rebates something to get a higher quality restaurant in. Neighbors is an example of poor management in a great venue, Piney Creek another with potential-just inconsistent. Maxine's, Grace Millers and Ramos, best of the offerings.
It would be so cool to have a Bastrop-made product like liquor or beer become famous across the state. It would draw visitors to the town! I spend a lot of time on Main Street with my kids- a coffee shop would be great.
because of work schedule in austin, dont do much on my off time in bastrop, would rather spend it at home, the lack of parking does not entice me to come downtown
Downtown is rather small. I've shopped downtown and have found cool stuff but one store I like is gone.
Would really like to see more health food options such as gluten free, a juice or smoothie bar, a health food store, etc.
If there was a cool coffee shop or juice bar, I'd definitely hang out downtown longer! Also some retail clothing stores and live music and vendors outside, on the street.
A used book store such as Half Priced Books and a book store that sells new books. A culinary store with cooking classes would be wonderful too.
Downtown needs to draw visitors to come eat, things to walk around see and do.
Bastrop is bigger than downtown.

WHAT TYPES OF NEW BUSINESSES IN DOWNTOWN WOULD ENCOURAGE YOU TO SPEND MORE TIME THERE?
More restaurant options. Better live music listening room. Classical music would be a good option
Spaces that provide an interesting experience. Social and educational.
Whatever the traffic will support!! Clothing other than discount, antique-vintage store, Seafood Restaurant,
I love the new Tough Cookie Bakery. The better we can advertise for folks the better. Let's make this town really great.
We need quality retail shops, boutiques similar to Liberty Glen, Lost Pines Bazaar and Italian Cowboy to bring in Hyatt guests and out of town visitors.
Hate that we're losing Liza Janes, we need another resale shop; more antiques, loved the ceramic shop too - only got to go once
Micro Brewery tasting room or small bar for older patrons with relatively quiet atmosphere, perhaps some games or trivia, a place more like coffee dog downtown,
Places to browse during the great weather we are having. A place to sit down and enjoy some ice cream, or a malt after shopping for unique gifts.
A real european bakery with outdoor seating. Focus on europe no more mexico
The interests would be greater if adequate parking were available
We have restaurants offering Mexican and fried foods -- let's branch out!
would love to take a cooking class
I am not a good cook...seasoning scares me, so culinary classes would be of interest. I am always on the lookout for unique, smartly priced gift items.
I tend to eat at home when I can, but when I do go out, places like bars, breweries, wineries, coffee shops, etc. are great places to linger with friends and enjoy the time without feeling rushed to leave.
Where people can enjoy themselves and be entertained
Retail is spotty in Bastrop. Store hours are terrible and do not reflect a busy lifestyle
Retail, Retail, Retail, Retail
Need to attract some high quality Chefs and Restaurarant owners from around the country to have a restaurant and bar in town, and not a chain restaurant
Shops with items unique to Bastrop. Italian Cowboy is a good start.
I play music. I like music shops
place to fill beer growlers.

WHAT TYPES OF NEW BUSINESSES IN DOWNTOWN WOULD ENCOURAGE YOU TO SPEND MORE TIME THERE?
Your focus on downtown Bastrop excludes a lot of eateries, and other places the "community" of Bastrop has to offer. Broaden your focus
Food is always good. I'm a cook, so a Mediterranean or oriental food shop would be nice. HEB doesn't carry gochugang sauce.
I like coffee shops where I can linger and get online on my computer. I would spend more time downtown if there was a coffee shop and/or bakery where one could do that.
I live in Houston but visit often with family and love it there
Would be nice to have more clothing stores
With all the new homes coming in, old town needs to step it up! I love our little town and love to drive company around showing them all the wonderful beautiful old homes, would definitely get some girlfriends together for a Christmas home tour, I know they it being a them but don't hear much about them
We need more businesses to entertain men while their women shop. We need more boutiques with a unique flair to entice people to spend more time shopping. I would love to see more variety in the choices of restaurants.
With all the new homes coming in, old town needs to step it up! I love our little town and love to drive company around showing them all the wonderful beautiful old homes, would definitely get some girlfriends together for a Christmas home tour, I know they it being a them but don't hear much about them
we need a bookstore
Eclectic gift shop with reasonable prices that's open 7 days. No antiques..
Friendly places to sit and visit
a book store other than a Christian book store
Can never have enough great places. We still have some empty buildings downtown, so might fill them up with something cool (but please, not another TexMex place)
I enjoyed the store that burned down years ago. Very interesting items and a great place to browse.
We need some healthier options down town. Culinary classes are a great idea. Farm to table events would be fun too.
The more shops we have the more shoppers that will come
While we have lots of dining choices, some are not that tasty & rely on calorie-laden items. Customer Service is sorely lacking in many.

WHAT TYPES OF NEW BUSINESSES IN DOWNTOWN WOULD ENCOURAGE YOU TO SPEND MORE TIME THERE?
something that would be like the emporium but bigger.
There are plenty of places to eat downtown but they all serve about the same thing. Italian, French, Asian etc would be a nice change.
Full Bakery would be nice, love the idea of culinary classes
An even bigger variety of restaurants/social gathering locations, and more clothing shops!
Would love to attend cooking classes
More dinner options, better bar than Old Town, better quality food at dinner options, incl. 2 mexican restaurants. Gourmet grocery store with prepared food for dinners.



## 2012

- Council passes resolution supporting TCA cultural district application

## 2013

- TCA Cultural District designation received
- Council established Culinary District

## 2014

- Blog & Facebook Posts Campaign

## 2015/2016

## 2017

**WHAT'S  
THE GOAL?**



# Research

resident and visitor survey

one-on-one interviews

group interviews

secret shopper assessments

digital marketing assessments

attended events

joint board training

customer service training

individual board meetings

# Conclusions

- No active commitment of time or resources by stakeholders

# Conclusions

- No active commitment of time or resources by stakeholders
- Neither district is functional nor accomplished goals

# Recommendation

## S

1. Dissolve districts and narrow efforts
2. Enhance tourism product to create the Bastrop Experience



A long, narrow metal truss bridge stretches into the distance under a sunset sky. The bridge's structure is composed of numerous interconnected steel beams forming a complex truss pattern. The sky transitions from a pale blue at the top to a warm orange and yellow near the horizon. The bridge has a paved surface and chain-link railings on both sides. The perspective is from the center of the bridge, looking down its length towards the vanishing point.

**Bastrop is 30 minutes  
and a world away form  
Austin**





Ask Your Server

### Specials of the Day

- Monday - Biscuits & Chicken orzo casseroles w/ sauce
- Tuesday - Meatloaf with 2 sides
- Wednesday - Fried PM-Cafe w/ 2 sides
- Thursday - Pig Steak with salad
- Friday - ...
- Saturday - Breakfast 7-11 NOON-NIGHT ...
- Sunday - Breakfast ALL day!















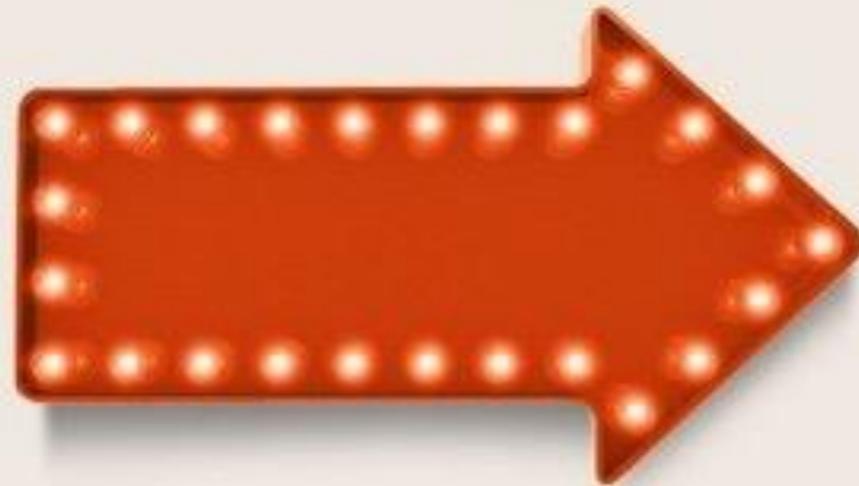


A long, narrow steel truss bridge stretches into the distance under a sunset sky. The bridge's structure is a complex network of steel beams forming a series of trusses. The sky transitions from a pale blue at the top to a warm orange and yellow near the horizon. The bridge has a concrete deck and chain-link railings on both sides. The perspective is from the center of the bridge, looking down its length.

**Bastrop is 30 minutes  
and a world away form  
Austin**

MOVING

*forward*



- 1. Establish consistent entertainment schedule**
- 2. Activities that appeal to younger audiences**
- 3. Multi-generational activities**
- 4. Integrate the arts into existing events**
- 5. Ongoing customer service training**
- 6. Support infrastructure for artists/artisans**
- 7. Restaurant/food-related events**
- 8. Up-to-date event calendar**
- 9. Improve connection between downtown & river**

# Questions?



# STAFF REPORT

**MEETING DATE:** February 13, 2018

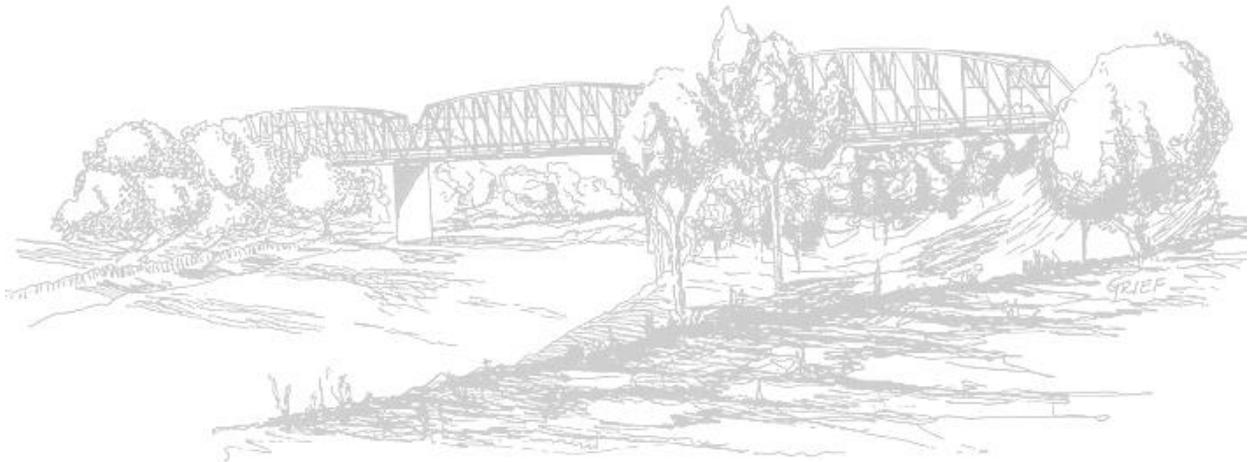
**AGENDA ITEM:** 4D

**TITLE:**

A proclamation of the City Council of the City of Bastrop, Texas, recognizing the month of February as Black History Month.

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager



# P

# ROCLAMATION



**BASTROPTX**  
Heart of the Lost Pines / Est. 1832

**WHEREAS**, The origins of Black History Month can be traced to the scholar Dr. Carter G. Woodson, who created the Association for the Study of African American Life and History in 1915, because African-Americans have played a central role in our nation's history, but for too long, historians ignored or glossed over their contributions and the injustices they have suffered; and

**WHEREAS**, in 1926, Dr. Woodson conceived a yearly celebration to help rectify the omission of African-Americans from history books, and was made official by Presidential designation in 1976; and

**WHEREAS**, Today, the observance of Black History Month throughout the United States stands as testament to the success of Woodson's project and an example of how we can work together to make the teaching of history more honest; and

**WHEREAS**, the theme of 2018 Black History Month is "*African Americans in Times of War*," and marks the 100<sup>th</sup> anniversary of World War I armistice, serving as a solemn reminder of the bonds of patriotism; and

**WHEREAS**, President Donald J. Trump stated in his February 2018 Proclamation that "for far too long, African Americans bravely fought and died in the name of freedom, while at the same time struggling to attain equality, respect, and the full privileges of citizenship"; and

**WHEREAS**, African Americans have served in all of America's wars, from the American Revolution to present day. For example, during World War II, more than 2.5 million black men registered for the draft and experienced discrimination and segregation, yet served in every branch of the armed forces: 167,000 served in the Navy with the first thirteen African-American naval officers commissioned in 1944; 17,000 served in the Marine Corps with the first African American commissioned in 1945; 5,000 served in the Coast Guard with the first African-American commissioned in 1943; and 909,000 served in the Army; and

**WHEREAS**, More than 12,000 black men who served in the segregated [92nd Division](#) received citations or were decorated for "extraordinary heroism" on the battlefield. Perhaps more famously, the [Tuskegee Airmen](#) also became legendary for their heroic feats, and in total received a Distinguished Unit Citation, several silver stars, 150 distinguished flying crosses, fourteen bronze stars, and 744 air medals; and

**WHEREAS**, World War II was a watershed for race relations within the Armed Forces, and it marked the beginning of the end for racial separation within Military units. In 1948 with the demand for civil rights mounting, President Harry S. Truman ordered desegregation of the Armed Services and equality of treatment and opportunity without regard to race, color, religion or national origin; and

**WHEREAS**, reform was slow and it was not until 1953 that segregation officially ended when the Secretary of Defense announced that the last all-black unit has been abolished; and

**WHEREAS**, forty years after military segregation ended, the Chairman of the Joint Chiefs of Staff, the highest military position in the Department of Defense, oversaw Operational Desert Storm in Iraq. He was an African-American named Colin L. Powell.

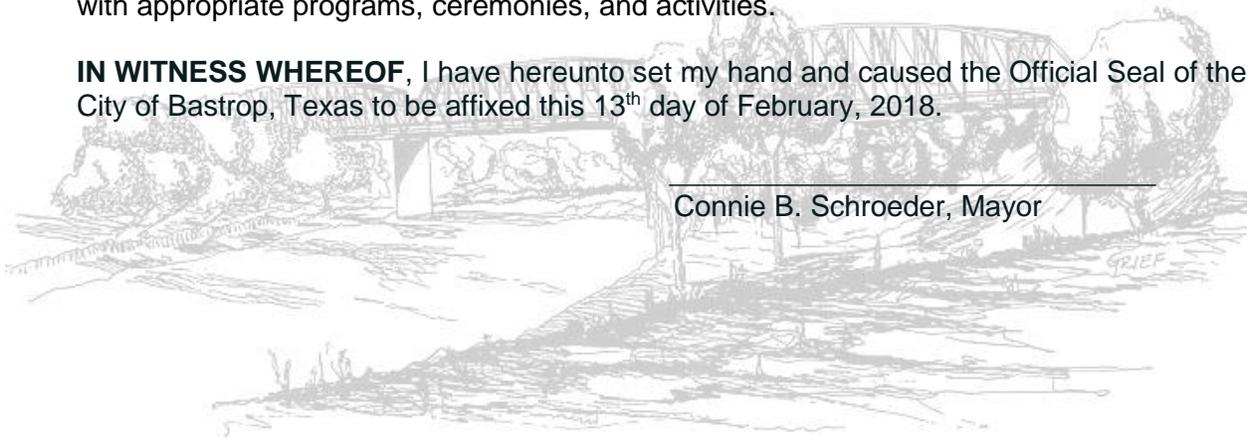
**NOW, THEREFORE**, I, Connie Schroeder, Mayor of the City of Bastrop, do hereby recognize the month of February 2018 as:

### **Black History Month**

And, along with the members of City Council, encourage all residents, business owners, schools, churches, and visitors to join the City of Bastrop in celebrating Black History Month with appropriate programs, ceremonies, and activities.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Official Seal of the City of Bastrop, Texas to be affixed this 13<sup>th</sup> day of February, 2018.

\_\_\_\_\_  
Connie B. Schroeder, Mayor





# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 4E

**TITLE:**

Mayor's Report

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager

**POLICY EXPLANATION:**

Texas Local Government Code, Section 551.045 – Governing Body of Municipality or County: Reports about Items of Community Interest Regarding Which No Action Will Be Taken:

(a) Notwithstanding Sections 551.041 and 551.042, a quorum of the governing body of a municipality or county may receive from staff of the political subdivision and a member of the governing body may make a report about items of community interest during a meeting of the governing body without having given notice of the subject of the report as required by this subchapter if no action is taken and, except as provided by Section 551.042, possible action is not discussed regarding the information provided in the report.

(b) For purposes of Subsection (a), "items of community interest" includes:

- (1) expressions of thanks, congratulations, or condolence;
- (2) information regarding holiday schedules;
- (3) an honorary or salutary recognition of a public official, public employee, or other citizen, except that a discussion regarding a change in the status of a person's public office or public employment is not an honorary or salutary recognition for purposes of this subdivision;
- (4) a reminder about an upcoming event organized or sponsored by the governing body;
- (5) information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the political subdivision; and
- (6) announcements involving an imminent threat to the public health and safety of people in the political subdivision that has arisen after the posting of the agenda.

**ATTACHMENTS:**

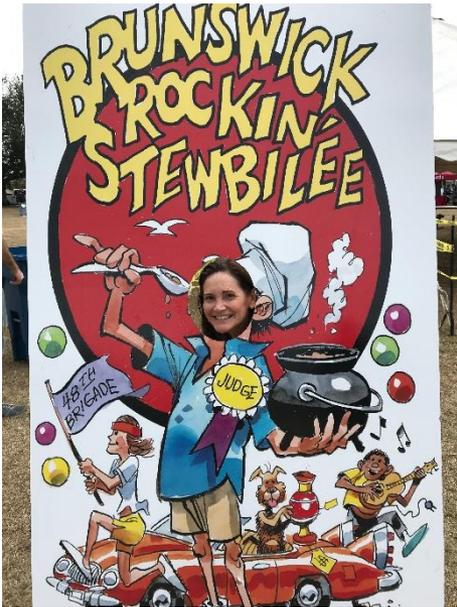
- Power Point Presentation

*Mayor's Report*  
*February 13, 2018*



# Latest Activities

January 24 – February 2



Brunswick Stew



Fort Frederica



St Simon Island Lighthouse

*Vacationing with the First Man on the Georgia Coast*



# Americus, GA



Thank you Mayor Blount  
for the warm welcome!



Patrick Kay is  
Sarah O'Brien



# *Planned Events*

*February 5 through February 13*

- February 6<sup>th</sup> to 8<sup>th</sup>
  - Entertainment Experience Evolution Conference
- February 10 – Meat, Eat and Greet at Texas Boot Company
- February 12
  - Bastrop County Commissioner’s Court
  - YMCA Annual Fund Raiser
- February 13
  - SMALL BUSINESS REVOLUTION TOP 5 ANNOUNCEMENT
  - City Council Meeting



# *Upcoming Events & City Meetings*

- February 14 – Day 2 of Voting for Season 3 Winner
- February 15
  - Joint Council and Historic Landmark Commission
  - Joint Council and Library Board
- February 16 – Chamber of Commerce Banquet
- February 17 – ROTC Banquet; Honored to be Guest Speaker
- February 20 – Special Drainage Workshop
- February 24 – Empty Bowl Project
- February 27
  - Small Business Revolution Watch Party (Being Hopeful!)
  - City Council Meeting





# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 4F

**TITLE:**

Councilmembers' Report

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager

**POLICY EXPLANATION:**

Texas Local Government Code, Section 551.045 – Governing Body of Municipality or County: Reports about Items of Community Interest Regarding Which No Action Will Be Taken:

(a) Notwithstanding Sections 551.041 and 551.042, a quorum of the governing body of a municipality or county may receive from staff of the political subdivision and a member of the governing body may make a report about items of community interest during a meeting of the governing body without having given notice of the subject of the report as required by this subchapter if no action is taken and, except as provided by Section 551.042, possible action is not discussed regarding the information provided in the report.

(b) For purposes of Subsection (a), "items of community interest" includes:

- (1) expressions of thanks, congratulations, or condolence;
- (2) information regarding holiday schedules;
- (3) an honorary or salutary recognition of a public official, public employee, or other citizen, except that a discussion regarding a change in the status of a person's public office or public employment is not an honorary or salutary recognition for purposes of this subdivision;
- (4) a reminder about an upcoming event organized or sponsored by the governing body;
- (5) information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the political subdivision; and
- (6) announcements involving an imminent threat to the public health and safety of people in the political subdivision that has arisen after the posting of the agenda.



# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 4G

**TITLE:**

City Manager's Report

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager

**POLICY EXPLANATION:**

Texas Local Government Code, Section 551.045 – Governing Body of Municipality or County: Reports about Items of Community Interest Regarding Which No Action Will Be Taken:

(a) Notwithstanding Sections 551.041 and 551.042, a quorum of the governing body of a municipality or county may receive from staff of the political subdivision and a member of the governing body may make a report about items of community interest during a meeting of the governing body without having given notice of the subject of the report as required by this subchapter if no action is taken and, except as provided by Section 551.042, possible action is not discussed regarding the information provided in the report.

(b) For purposes of Subsection (a), "items of community interest" includes:

- (1) expressions of thanks, congratulations, or condolence;
- (2) information regarding holiday schedules;
- (3) an honorary or salutary recognition of a public official, public employee, or other citizen, except that a discussion regarding a change in the status of a person's public office or public employment is not an honorary or salutary recognition for purposes of this subdivision;
- (4) a reminder about an upcoming event organized or sponsored by the governing body;
- (5) information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the political subdivision; and
- (6) announcements involving an imminent threat to the public health and safety of people in the political subdivision that has arisen after the posting of the agenda.



# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 5A

**TITLE:**

Discuss the findings of the Retail Coach study of the impact on Bastrop's sales tax revenue of the mixed-use development set for construction at SH 71 and SH 130.

**STAFF REPRESENTATIVE:**

Shawn Kirkpatrick, Executive Director, Bastrop Economic Development Corporation

**BACKGROUND/HISTORY:**

EDC staff will be presenting updated sales tax data compiled over the last several months for the City Council, EDC Board and community. The EDC engaged The Retail Coach to provide an Impact Analysis of the threats to the Bastrop Retail Trade Area. This presentation will outline the western threats from the Highway 71/130 (Velocity Crossing) developments and smaller threats to the east of our Retail Trade Area, such as Brenham. The Impact Analysis shows that 60 months from the time the first tenant opens at Velocity Crossing, the City of Bastrop and EDC, respectively, will see an estimated \$1.9 million and \$900 thousand reduction in local sales and use tax, thus reducing the City's collections to \$2.5 million and EDC's collections to \$1.3 million.

The City Manager will additionally participate in the presentation.

**POLICY EXPLANATION:**

Update for City Council and community.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

No action required

**ATTACHMENTS:**

PowerPoint Presentation.

# BASTROP TX



Bastrop, Texas

## Retail Economic Development Plan (Update)

October 2017

**RETAIL OUTLOOK  
FOR 2017 - 2018**



**THE ECONOMY**

**ENCROACHMENT  
OF  
E-COMMERCE**

**TRUMP**



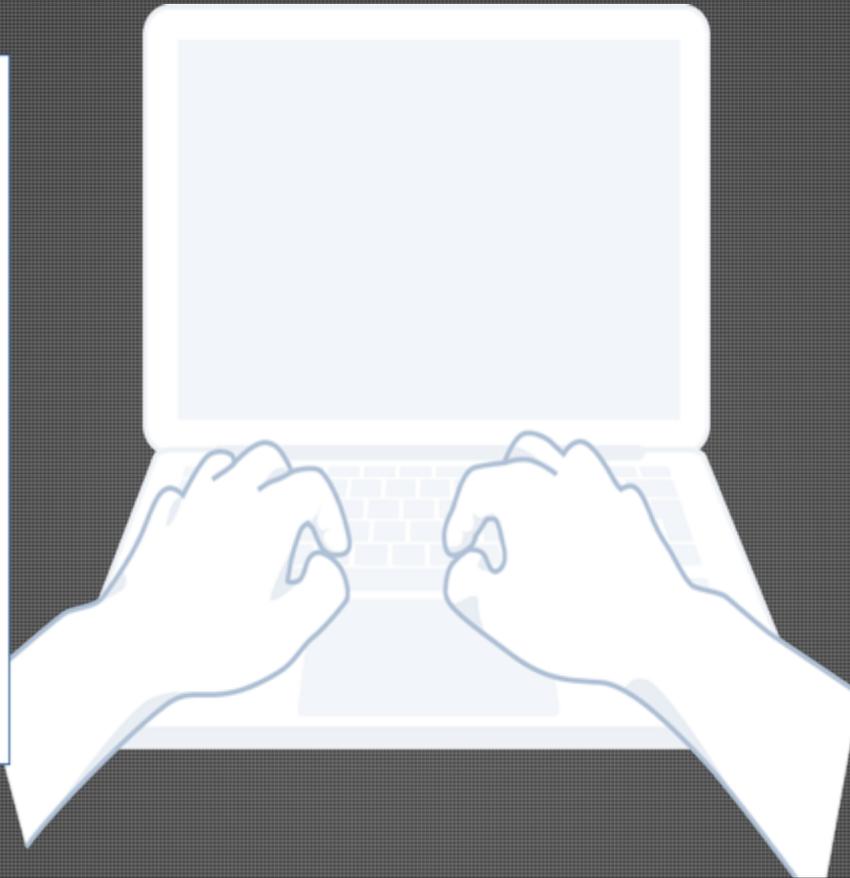
**Millennials**

# **2017 RETAIL TRENDS & FACTORS**

**BASIC FACTORS IMPACTING RETAILER DEMAND/EXPANSION**

BASIC FACTORS IMPACTING RETAILER DEMAND/EXPANSION

ONLINE RETAIL SALES  
WILL GROW AT  
**COMPOUND**  
ANNUAL RATE OF  
**10%**  
FROM 2012-2017



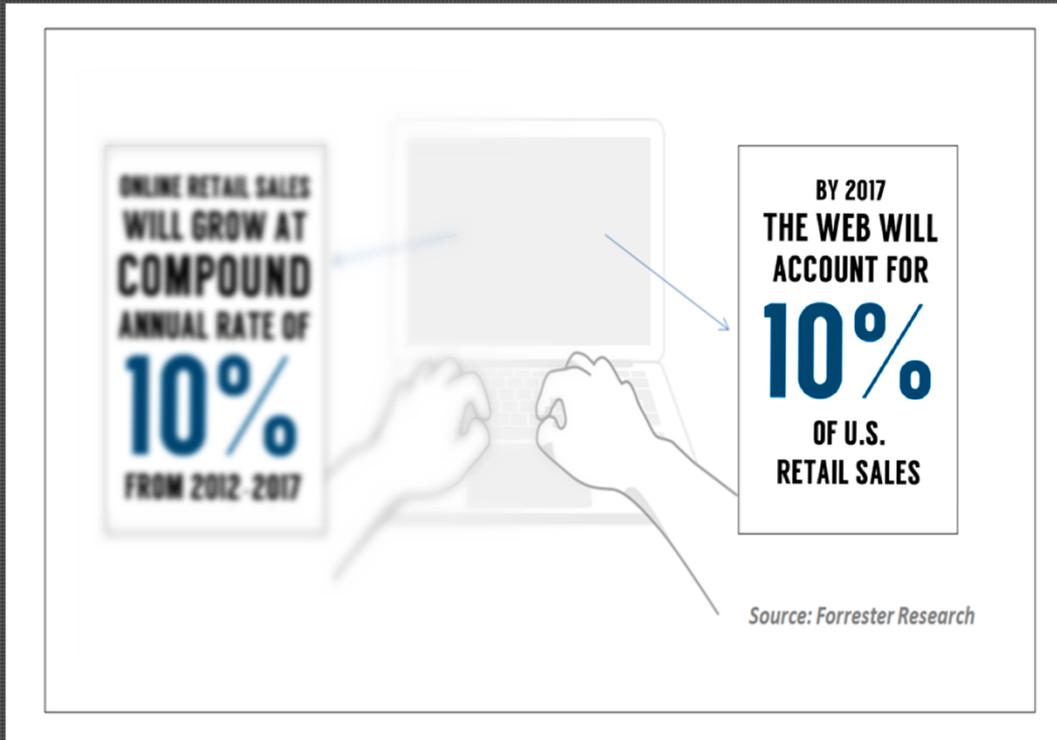
BY 2017  
THE WEB WILL  
ACCOUNT FOR  
**10%**  
OF U.S.  
RETAIL SALES

## 2017 RETAIL TRENDS & FACTORS

### THE ONLINE IMPACT

*Source: Forrester Research*

## REMEMBER THE EARLIER SLIDE?



THIS MEANS  
**90%**  
OF ALL U.S.  
RETAIL SALES  
WILL STILL OCCUR  
**IN A**  
BRICK-AND-MORTAR SITE

## 2017 RETAIL TRENDS & FACTORS

### THE ONLINE IMPACT

## NATIONAL RETAIL CHAINS

- INCLUDING THOSE THAT ARE DOING WELL -
- ARE BOOSTING THEIR ONLINE SALES,
- WHILE REDUCING PHYSICAL STORES OR STORE SIZE.



# 2017 RETAIL TRENDS & FACTORS

THE ONLINE IMPACT

THE ONLINE IMPACT



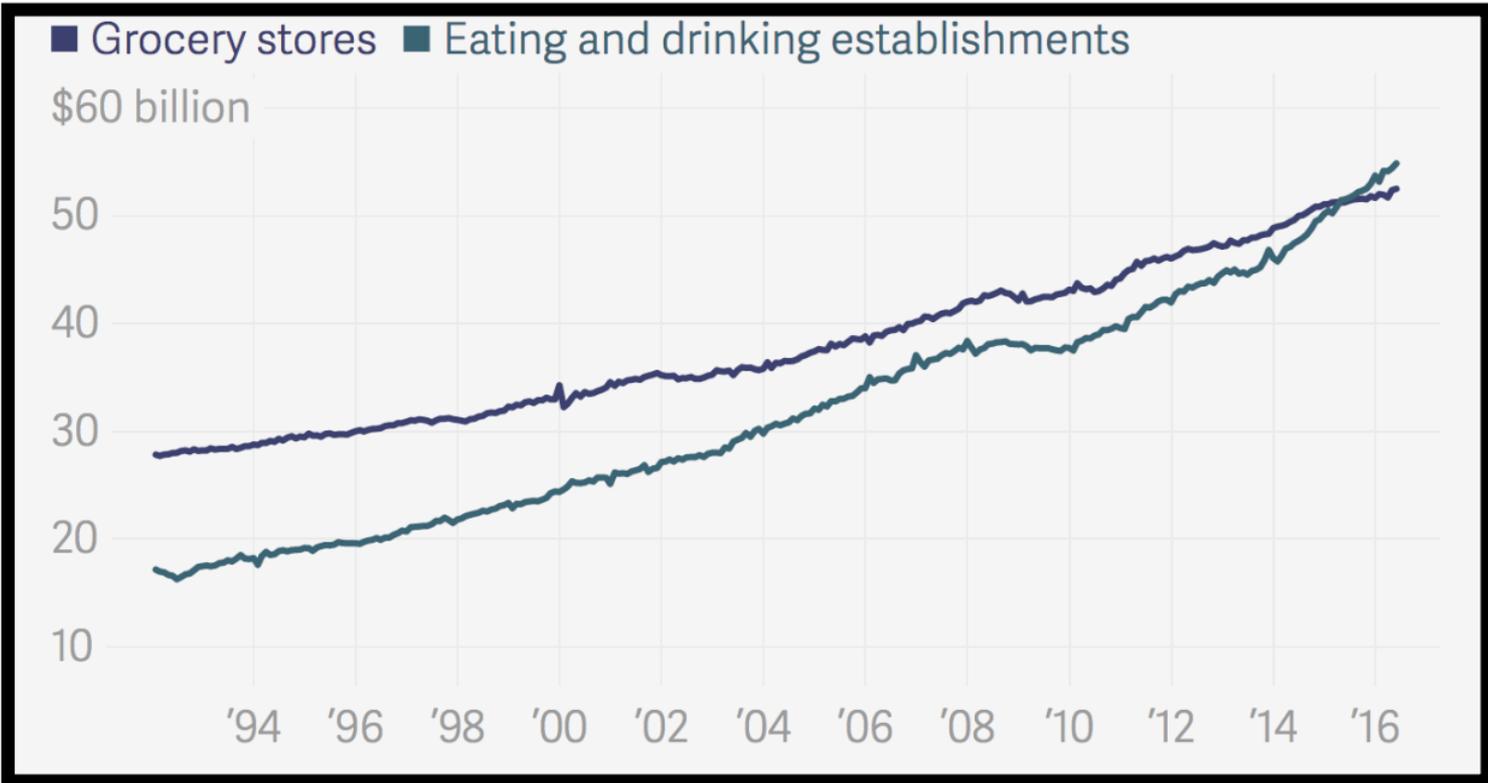
# STORE OPENINGS AND CLOSINGS



The National Restaurant Association projects that restaurant-industry sales will reach \$798.7 billion in 2017, a 4.3 percent gain over the industry's estimated sales of \$766 billion in 2016.

**Roughly 40% of retail growth is in the restaurant sector.**

## Restaurant Growth



Source: Quartz Media, LLC.

Restaurant Spending > Grocery Spending

TheRetailCoach®

2017

# Supermarket

## STORE OPENINGS



NEW STORES  
2016-2017



+ 400



+ 100



+ 59



+ 30



+ 24

# Planned Store Openings Over Next Two Years

## Off-Price Retailers

TJ-maxx

+150

ROSS  
DRESS FOR LESS

+100

NORDSTROM  
rack

+30

## Grocers

WHOLE  
FOODS  
MARKETPLACE

+83

SPROUTS  
FARMERS MARKET

+65\*

THE  
FRESH  
MARKET

+70\*\*

## Discount Stores

Walmart

+300

DOLLAR TREE

+600

FAMILY DOLLAR

+1,000

## Quick Service Restaurants

CHIPOTLE  
MEXICAN GRILL

+180

Panera  
BREAD  
CRUSTED  
CAKES

+210

smashburger

smash. sizzle. savor.

+200

\*Current Pipeline per 1Q15 earnings call transcript

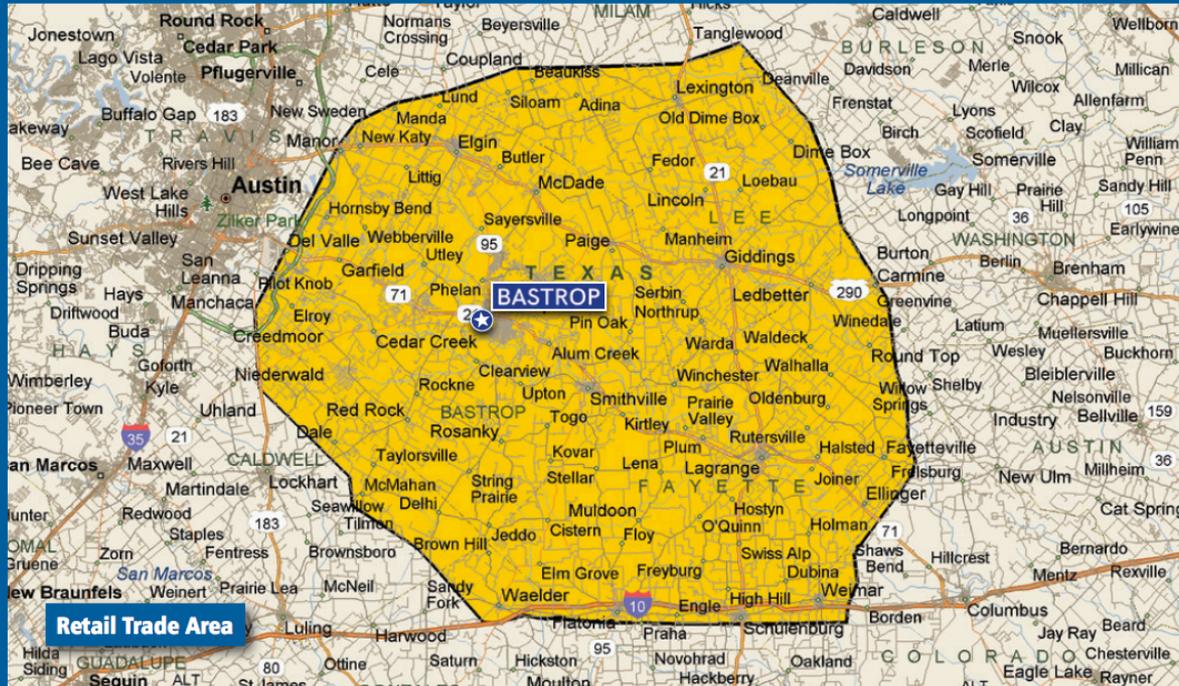
\*\* Planned store openings over next 3 years

The Retail Trade Area is the geographical area from which a community's retailers derive a majority (85%) of their business.

# Retail Trade Area

The map displays three distinct zones for a Retail Trade Area (RTA). The innermost zone is labeled 'Primary RTA' and is shaded in green. Surrounding this is a larger zone labeled 'Secondary RTA' in blue. The outermost zone is labeled 'RETAIL TRADE AREA' in teal. The map also shows various streets and highways, including Mustang, Gunter, Marilee, Celina, Prosper, and Grayson. Highway markers for 377, 455, 121, and 289 are visible.

# Retail Market Profile 2017



## Contact Information

**Shawn A. Kirkpatrick**  
Executive Director  
Bastrop Economic Development Corporation  
City of Bastrop  
301 Highway 71 West, Suite 214  
Bastrop, Texas 78602  
Phone 512.303.9700  
Cell 512.988.6443  
shawn@bastropedc.org  
www.bastropedc.org

March 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Retail Trade Area	122,321	168,440	193,196	209,396

## Income

	2017 ESTIMATE
Average Household	\$72,570
Median Household	\$56,961
Per Capita	\$25,251

## Educational Attainment

	2017 ESTIMATE
Graduate or Professional	4.48%
Bachelor's Degree	12.05%
Associate Degree	6.42%
Some College, No Degree	23.75%
High School Graduate	31.51%
Some High School, No Degree	11.24%
Less than 9th Grade	10.56%

## Race Distribution

	2017 ESTIMATE
White	68.92%
Black or African American	11.17%
American Indian/Alaskan	1.00%
Asian	0.97%
Native Hawaiian/Islander	0.08%
Other Race	14.83%
Two or More Races	3.02%
Hispanic or Latino (of any race)	40.29%

## Age

GROUPS	2017 ESTIMATE
9 Years and Under	13.83%
10-17 Years	11.71%
18-24 Years	8.76%
25-34 Years	12.78%
35-44 Years	12.90%
45-54 Years	12.97%
55-64 Years	12.90%
65 Years and Over	14.14%
DISTRIBUTION	2017 ESTIMATE
Median Age	37.3
Average Age	38.0



## RETAIL TRADE AREADEMOGRAPHIC TRENDS

Year	Population	Avg. HH Income	Avg. Age	Median Age
2017	193,196	\$72,570	38	37.3
2016	187,753	\$66,243	37.8	37.2
2015	159,398	\$67,140	37.6	37.1
2014	154,005	\$63,221	37	36.7
2013	153,864	\$58,832	37	36.6

# COMMUNITY MARKETING

- Retail Market Profile
- Retailer-Specific Feasibility Packages
- Individual Site Profiles
- Retail-Specific Website
- Developer Packaging



**Cheddar's**  
— casual café —

**RETAIL FEASIBILITY STUDY**  
Bastrop, Texas

Prepared for  
Bastrop Economic Development Corporation  
January 2015



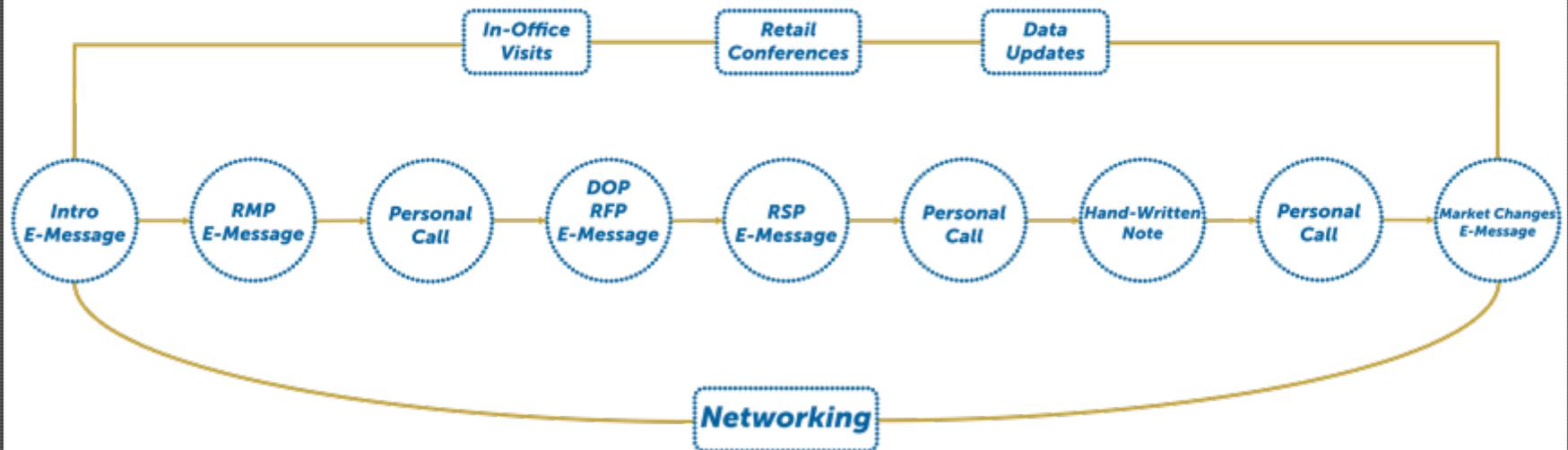
**TheRetailCoach®**

# RECRUITMENT OF RETAILERS AND DEVELOPERS

TRC is the first national retail real estate advisory firm to introduce retail recruitment for communities.

12-month recruitment period – starting day 1.

## Retail/Developer Recruitment Process



- ICSC Recon – Las Vegas
- Retail LIVE! – Austin
- ICSC Deal Making - Dallas



**BE SEEN + REPRESENTED**



**RETAIL RECRUITMENT IS A PROCESS -  
NOT AN EVENT.**





[www.theretailcoach.net](http://www.theretailcoach.net)  
[info@theretailcoach.net](mailto:info@theretailcoach.net)

**Aaron Farmer 662.231.0608**

**CORPORATE OFFICE  
TUPELO, MS  
Ph. 662.844.2155  
Fx. 662.844.2738**

**AUSTIN, TX  
Ph. 662.231.0608**



# BASTROP TX

Bastrop City Council Update  
October 24, 2017

# BASTROP TX



Bastrop, Texas

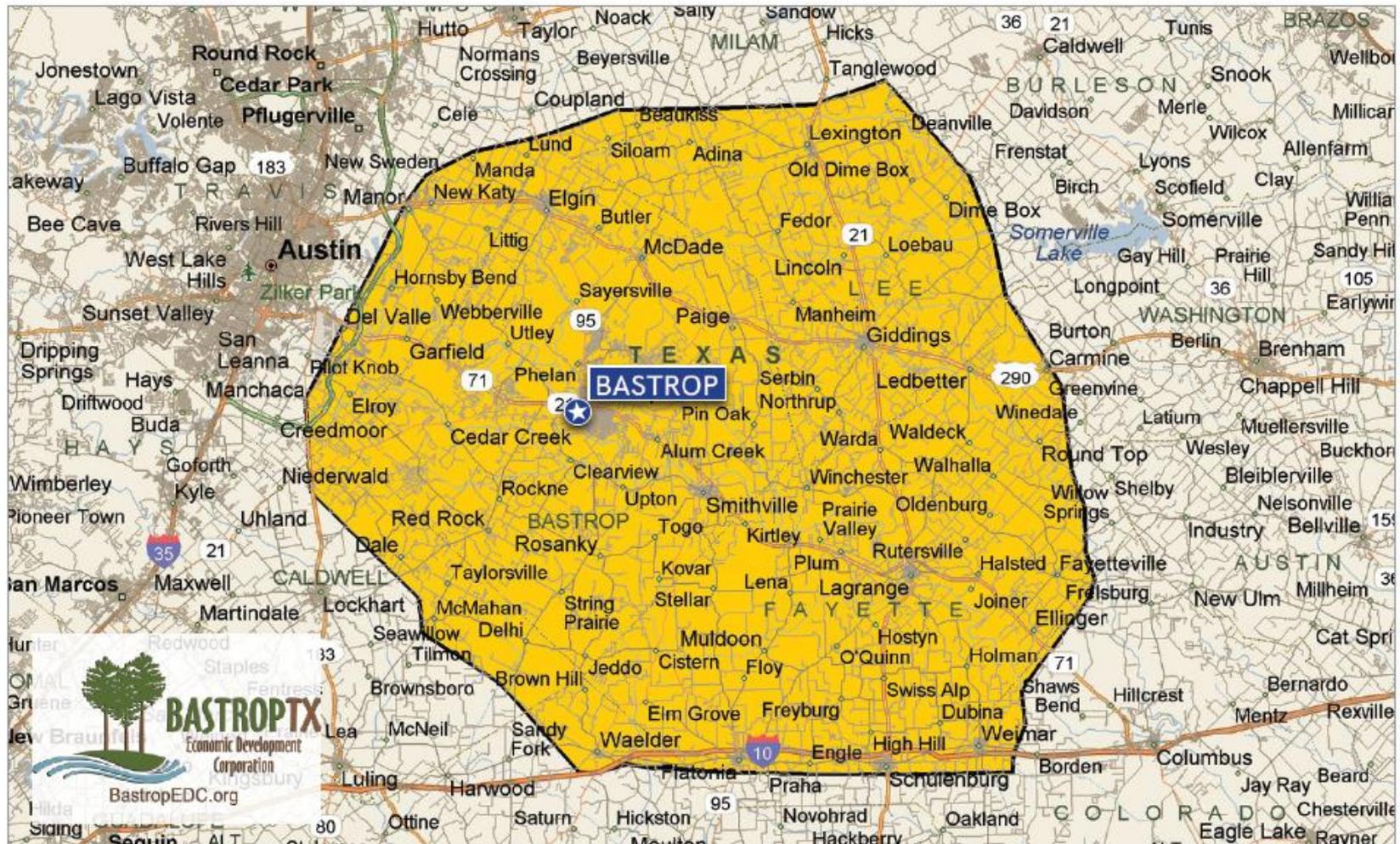
## Retail Economic Development Plan (Update)

October 2017



# RETAIL TRADE AREA

Bastrop, Texas



**CONTACT SHAWN A. KIRKPATRICK, EXECUTIVE DIRECTOR**

Bastrop Economic Development Corporation/City of Bastrop | 301 Highway 71 West, Suite 214 | Bastrop, Texas 78602 | 512.303.9700 | 512.988.6443  
shawn@bastropedc.org | www.bastropedc.org



# CITY OF BASTROP

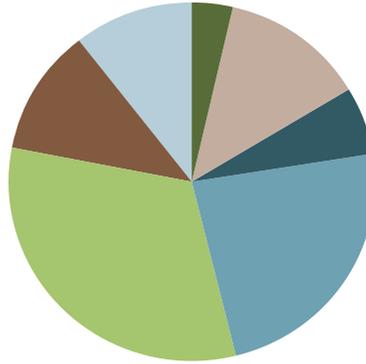
TEXAS



## RTA POPULATION

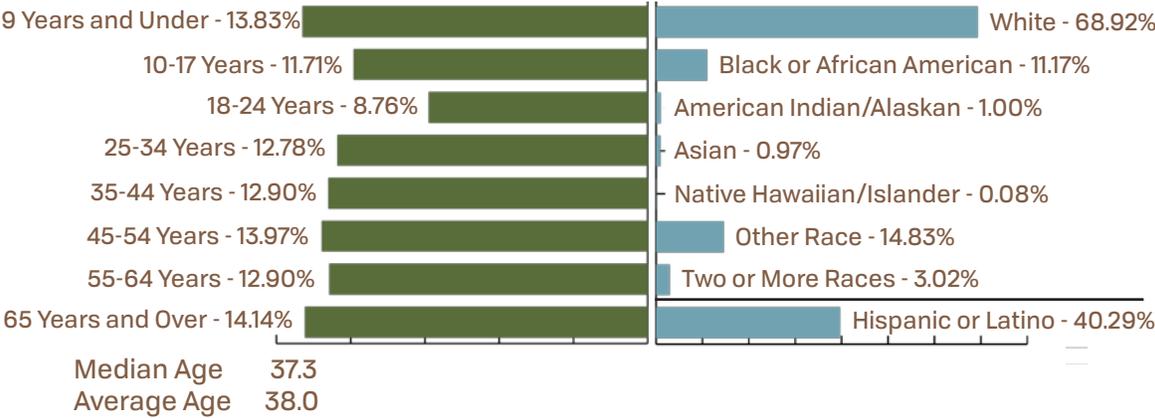
# 193,196

2017 Estimated Primary Retail Trade Area Population



Graduate or Professional	4.48%
Bachelor's Degree	12.05%
Associate Degree	6.42%
Some College, No Degree	23.75%
High School Graduate	31.51%
Some High School, No Degree	11.24%
Less than 9th Grade	10.56%

## RACE DISTRIBUTION AND AGE



## HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 7 2 , 5 7 0

MEDIAN HOUSEHOLD INCOME

\$ 5 6 , 9 6 1

PER CAPITA INCOME

\$ 2 5 , 2 5 1

## OPPORTUNITY IN BASTROP\*

- Clothing & Accessory Stores**  
Sales Leakage = \$103,168,140
- Sporting Goods Services**  
Sales Leakage = \$6,597,578
- Food Service & Drinking Places**  
Sales Leakage = \$259,471,122

Potential Retail Sales	\$2,849,615,031
Actual Sales	\$695,515,837
Sales Leakage	\$2,154,099,194

\*Sales numbers reflect 2016 data.

Shawn A. Kirkpatrick,  
Executive Director  
Bastrop Economic Development Corporation/City of Bastrop  
301 Highway 71 West, Suite 214  
Bastrop, TX 78602

Phone: 512.303.9700  
Cell: 512.988.6443  
shawn@bastropedc.org  
www.bastropedc.org



# Retail Trade Area Demographic Trends

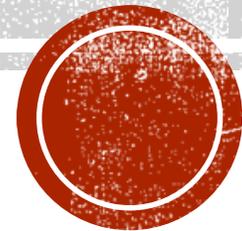
## Bastrop, Texas

Year	Population	Avg. HH Income	Avg. Age	Median Age
2017	193,196	\$72,570	38	37.3
2016	187,753	\$66,243	37.8	37.2
2015	159,398	\$67,140	37.6	37.1
2014	154,005	\$63,221	37	36.7
2013	153,864	\$58,832	37	36.6



# DEVELOPMENT WEST OF THE COLORADO RIVER

November 16, 2015

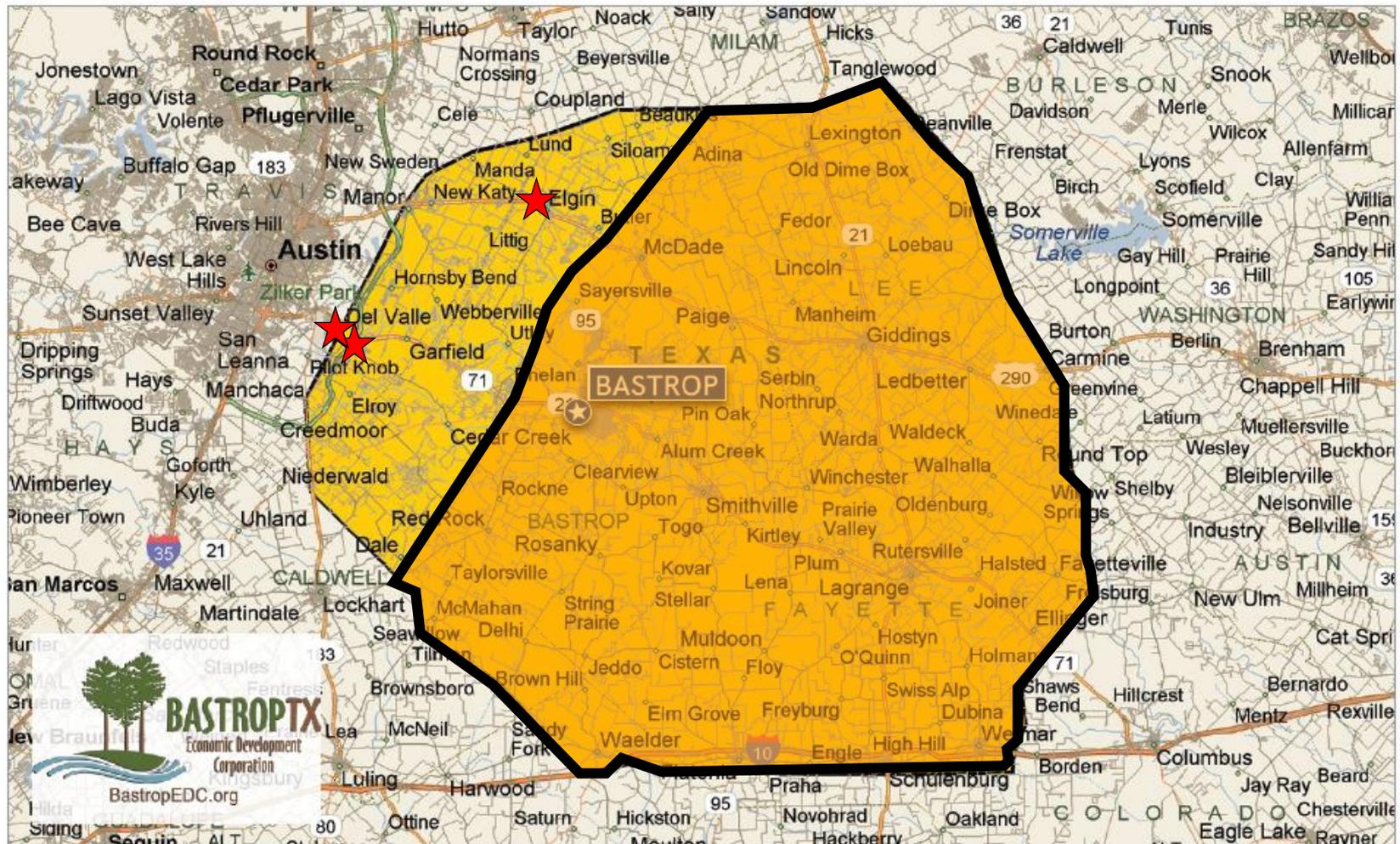




# RETAIL TRADE AREA

Bastrop, Texas

## Retail Competition 12-24 Months



**CONTACT SHAWN A. KIRKPATRICK, EXECUTIVE DIRECTOR**

Bastrop Economic Development Corporation/City of Bastrop | 301 Highway 71 West, Suite 214 | Bastrop, Texas 78602 | 512.303.9700 | 512.988.6443

shawn@bastropedc.org | www.bastropedc.org

# VELOCITY CROSSING

RETAIL-OFFICE-CREATIVE CAMPUS-MULTIFAMILY- INDUSTRIAL

## VELOCITY CROSSING

"CONCEPTUAL RENDERING"



MULTIFAMILY

CREATIVE CAMPUS  
INDUSTRIAL  
OFFICE

ENTERTAINMENT  
OFFICE

HEB  
GROCERY

OFFICE

RETAIL

HOSPITALITY/  
MEDICAL  
OFFICE

MEDICAL  
HOSPITALITY  
OFFICE  
RETAIL

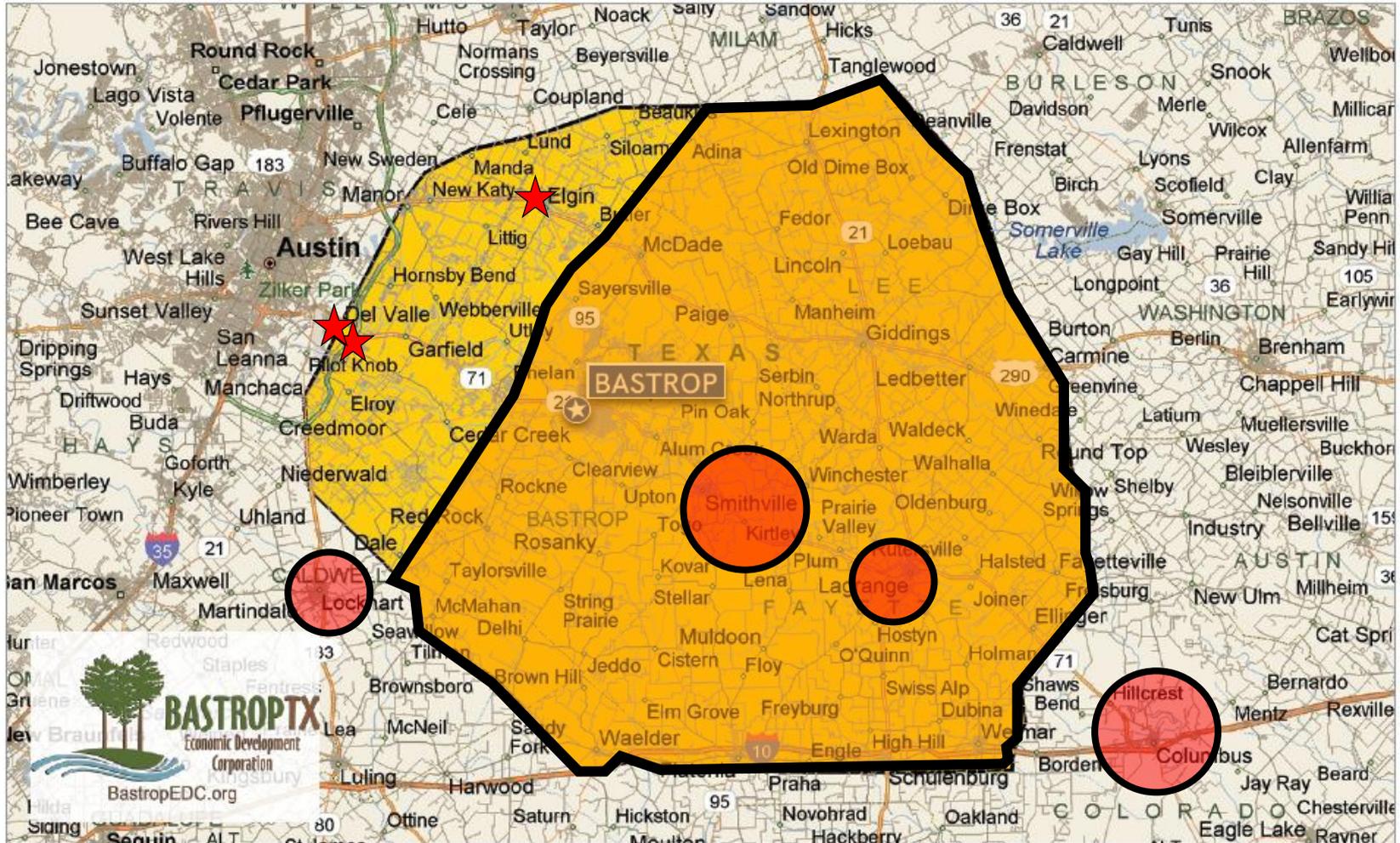
CORPORATE CAMPUS  
OFFICE



# RETAIL TRADE AREA

Bastrop, Texas

## Retail Competition 36-60 Months



**CONTACT SHAWN A. KIRKPATRICK, EXECUTIVE DIRECTOR**

Bastrop Economic Development Corporation/City of Bastrop | 301 Highway 71 West, Suite 214 | Bastrop, Texas 78602 | 512.303.9700 | 512.988.6443  
shawn@bastropedc.org | www.bastropedc.org



## Developers, retailers follow rooftops to Austin 'burbs

Oct 18, 2017

AUSTIN – Positive net migration continues to boost household formation and lift retail spending in Austin, encouraging retailer expansion in the metro.

## Retail and Tourism: A Match Made in Community Development Heaven

ARTICLE | Aug 11, 2014

Google Bookmark Facebook + More

Retail development. Tourism development. Both initiatives, which received major blows during the recession, have recently regained strong momentum.



While these two development areas may seem to be distinct, community leaders need to recognize the vital link that connects these initiatives and avoid operating retail and tourism development in isolation. In this article, we'll explore the state of the travel industry, the link between tourism and retail development, and the three questions community leaders should be able to answer.

### TOPICS

🔍 Economic Development

## Austin Retail Market Report

Austin Metro Area, Third Quarter 2017

Access Full Report >

Subscribe >

Share >

Marcus & Millichap

## Tenant Demand Strong as Large Retail Projects Come Online in Austin

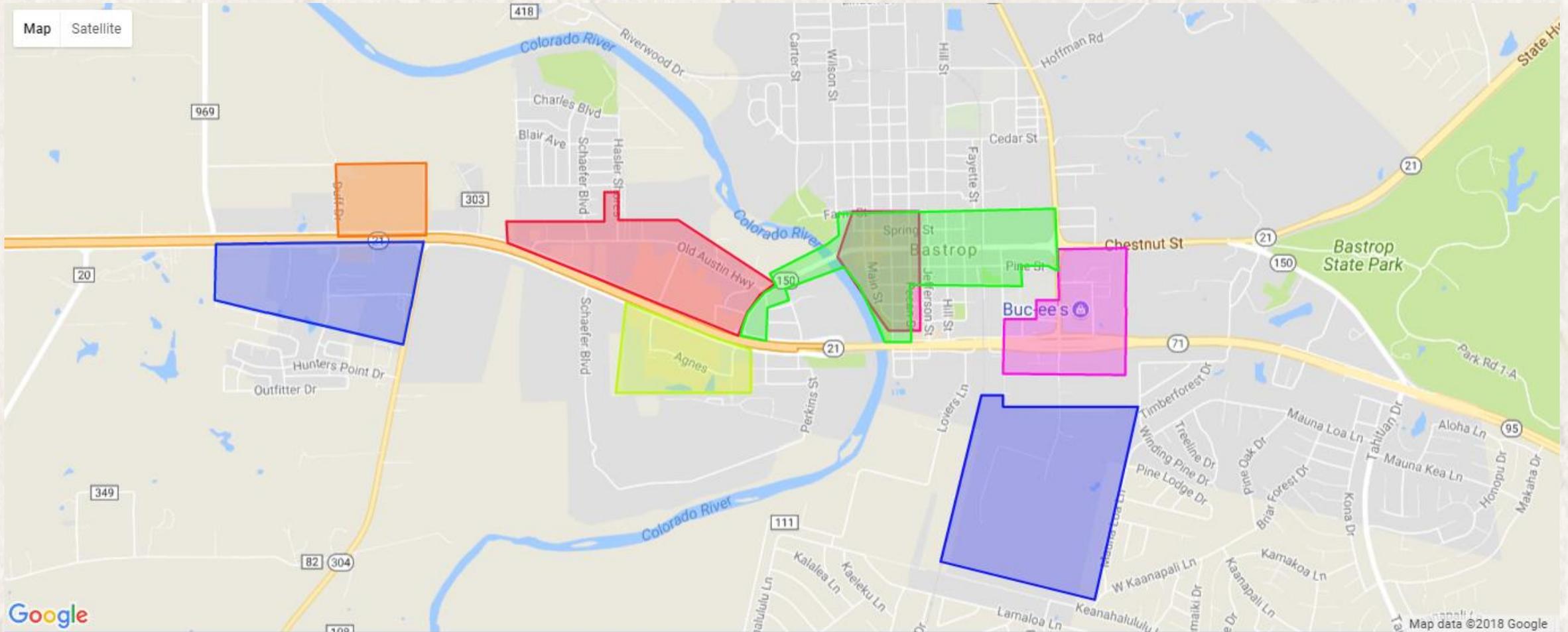
Developers, retailers follow rooftops to suburban Austin. Positive net migration continues to boost household formation and lift retail spending in Austin, encouraging retailer expansion in the metro. Cedar Park has attracted a number of new retail developments since 2009 as residents flock to this area and single-family and multifamily projects rise. National credit

# Tourism and Residential Growth Drive Retail Development

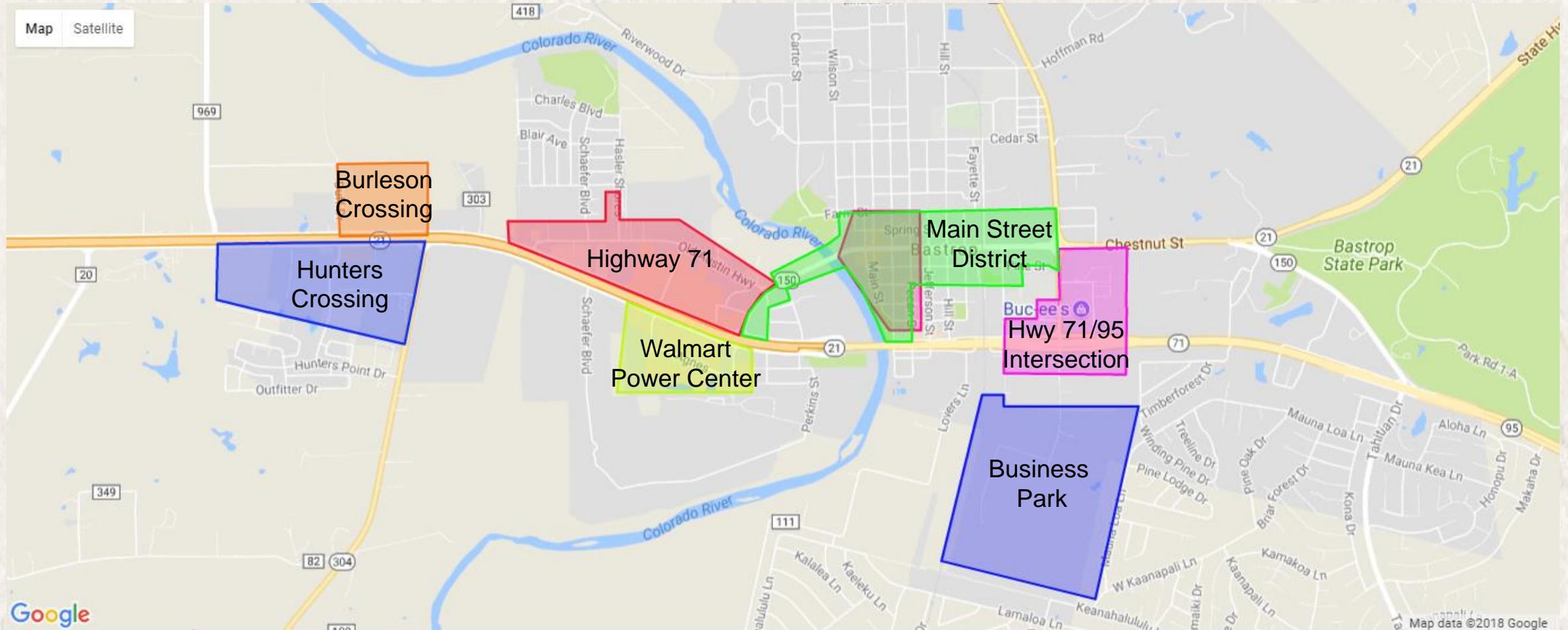
Jessica Rahal Research Coordinator | South Carolina



# FY 2017 Sales Tax



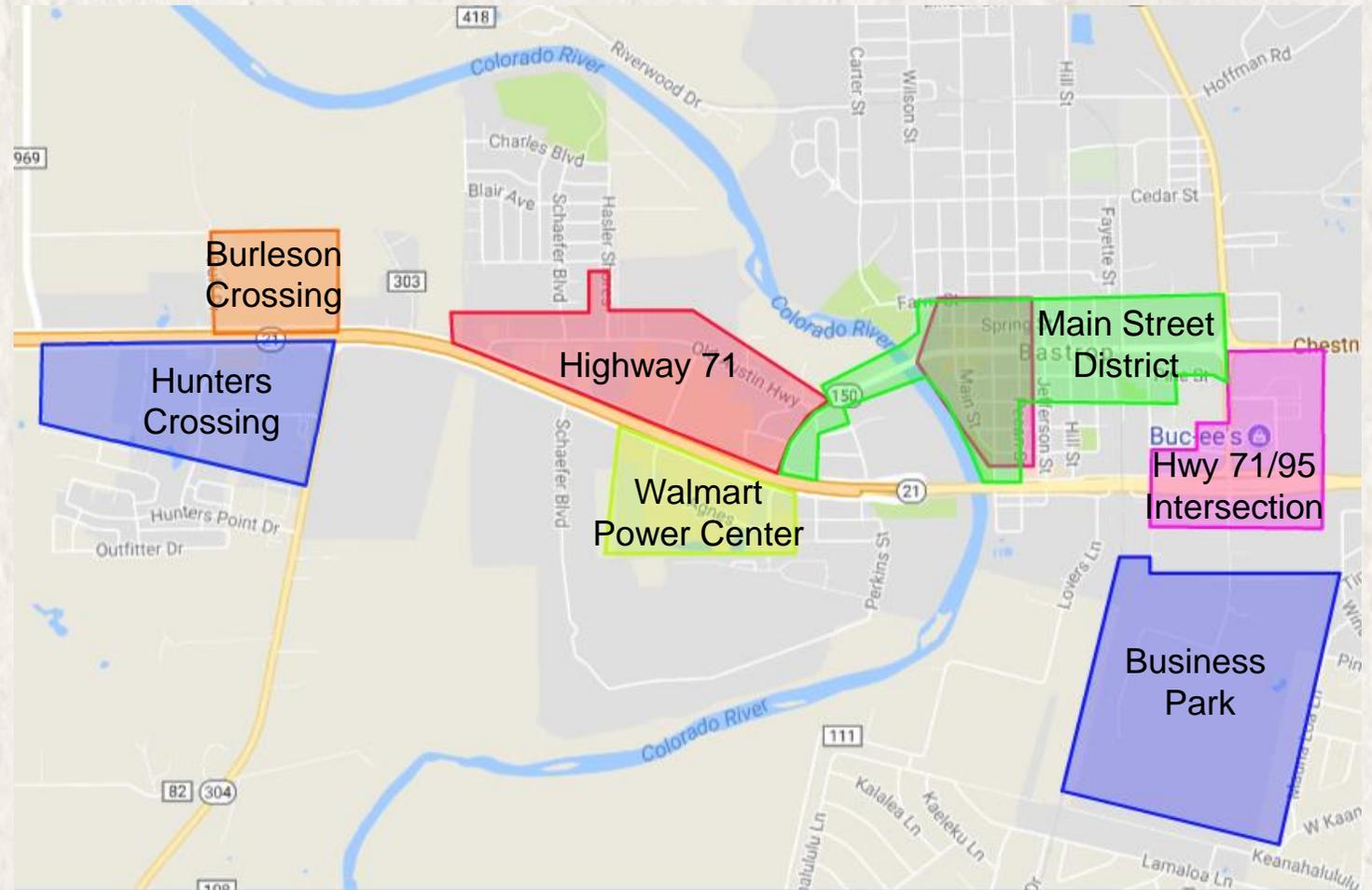
# FY 2017 Sales Tax





# FY 2017 Sales Tax

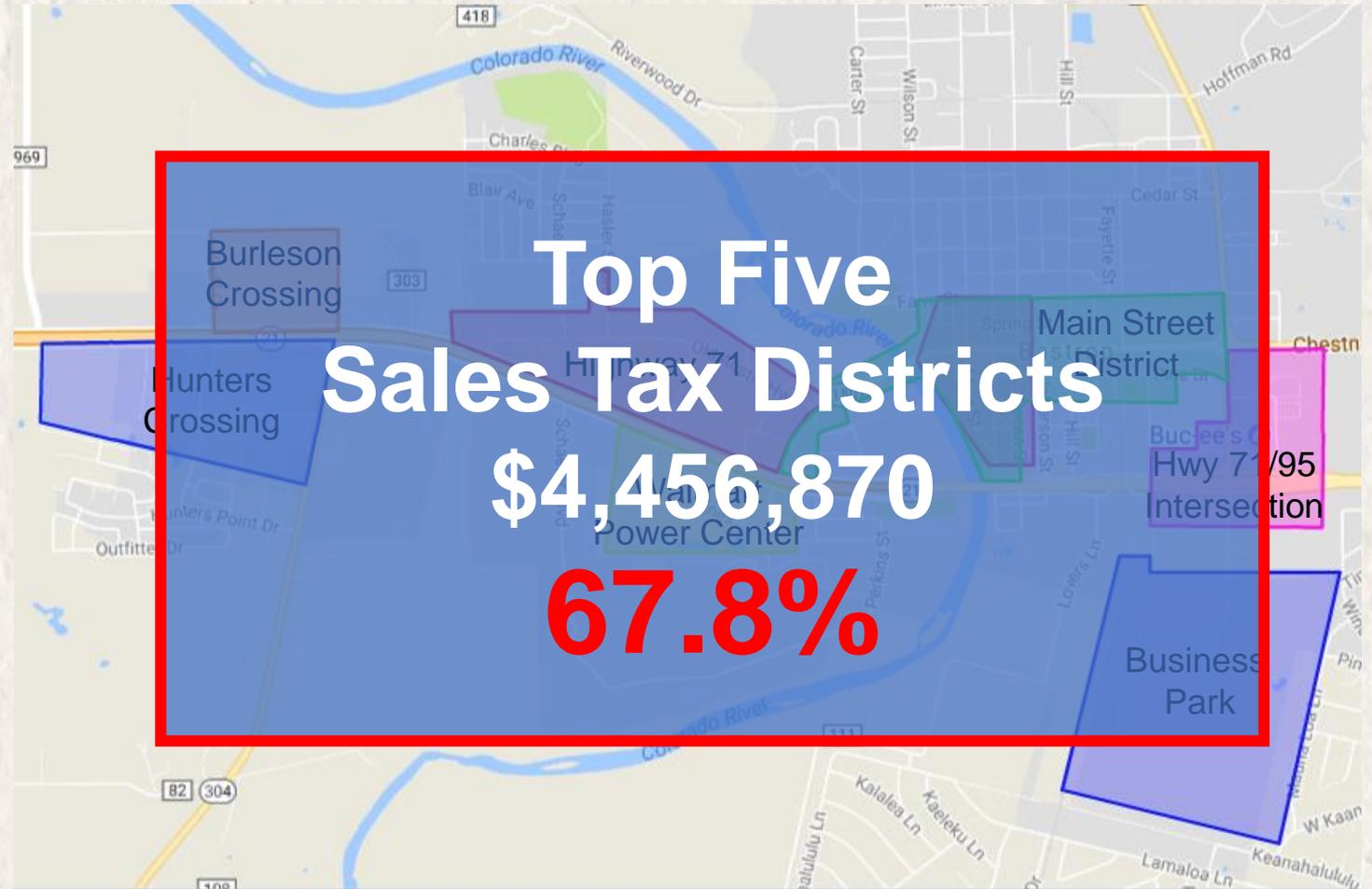
	FY 2017	%
Burleson Crossing	\$1,242,187	18.9%
Walmart Power Center	\$1,074,389	16.3%
Highway 71	\$937,897	14.3%
Hunters Crossing	\$793,136	12.1%
Hwy 71/95 Intersection	\$409,261	6.2%
Main Street District	\$308,423	4.7%
Business Park	\$46,378	0.7%





# FY 2017 Sales Tax

	FY 2017	%
Burleson Crossing	\$1,242,187	18.9%
Walmart Power Center	\$1,074,389	16.3%
Highway 71	\$937,897	14.3%
Hunters Crossing	\$793,136	12.1%
Hwy 71/95 Intersection	\$409,261	6.2%
Main Street District	\$308,423	4.7%
Business Park	\$46,378	0.7%





# FY 2017 Sales Tax

Corporate Limits	\$8,765,680
City of Bastrop	\$4,382,840
Bastrop EDC	\$2,191,420
Bastrop County	\$2,191,420



# Impact of 71/130 Intersection Development

January 2018

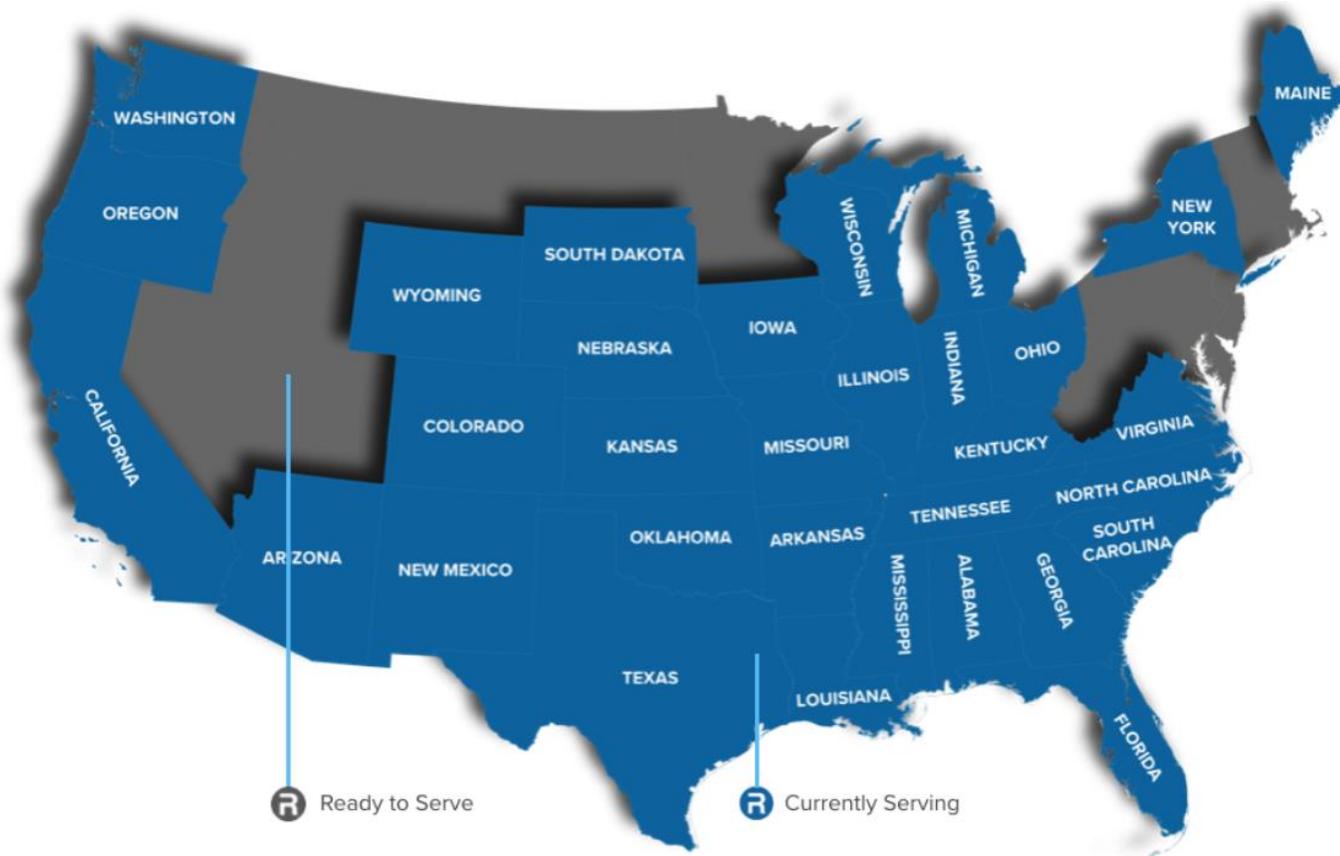


WHO WE ARE

# Your Retail Partner.

We are a national retail consulting, market research, and development firm. Our experience combines strategy, technology, and creative marketing to execute high-impact retail recruitment and development strategies for local governments, chambers of commerce, and economic development organizations.

Since 2000, we have provided the research, relationships, and strategies needed to drive new retail developments in communities across the United States.



### PROVEN RESULTS

**3.5+ million**

Square feet of new retail space recruited to client communities in the past five years

**\$600 million**

Additional sales tax dollars generated in client communities in the past five years

**450+**

Communities throughout the United States have trusted The Retail Coach with their retail recruitment efforts

EXPERIENCED RETAIL RECRUITMENT EXPERTS

## PROJECT TEAM



- 50+ years of retailer & developer connections
- Consultants - not brokers
- No conflicts of interest
- Success in each community we've worked in
- Member of the most exclusive retail broker network in the U.S.
- Speakers and advisors to state and national economic development organizations



**Kelly Cofer, CCIM**

**President  
& CEO**



**Aaron Farmer**

**Senior Vice  
President**



**Charles Parker**

**Director - Retail  
Strategy**



**Will Kline**

**Director - Retail  
Strategy**



**Matthew Lautensack**

**Director of Research  
& Development**



**Nancy Dees**

**Director  
of Finance**



**Caroline Hearnberger**

**Retail Recruitment  
Specialist**



**Shelby Nickol**

**Project  
Coordinator**



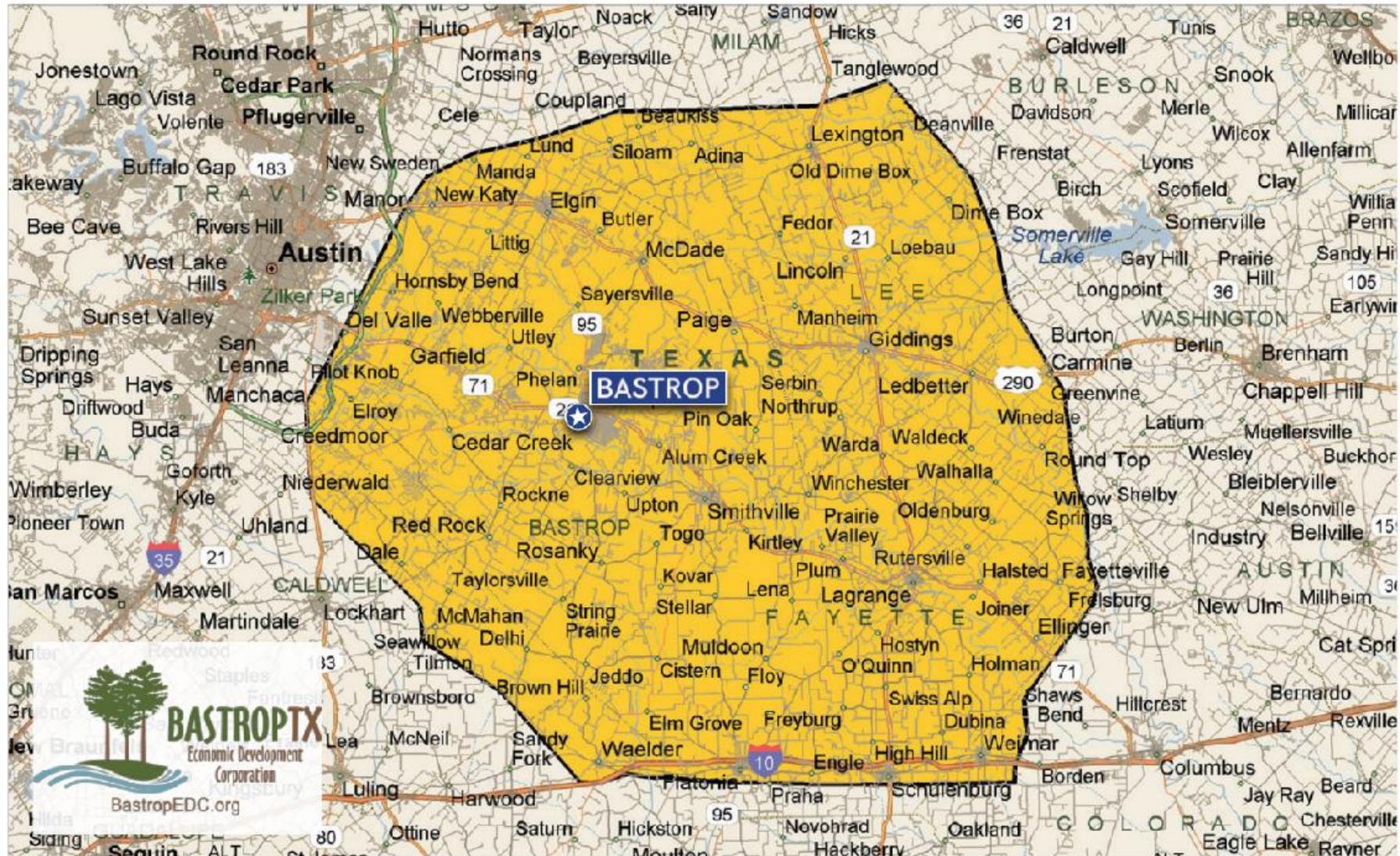
**Austin Farmer**

**Director of  
Marketing**



# RETAIL TRADE AREA

Bastrop, Texas



# Current Retail Trade Area Demographics

## Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Retail Trade Area	122,321	168,440	193,196	209,396

## Income

	2017 ESTIMATE
Average Household	\$72,570
Median Household	\$56,961
Per Capita	\$25,251

## Educational Attainment

	2017 ESTIMATE
Graduate or Professional	4.48%
Bachelor's Degree	12.05%
Associate Degree	6.42%
Some College, No Degree	23.75%
High School Graduate	31.51%
Some High School, No Degree	11.24%
Less than 9th Grade	10.56%

## Race Distribution

	2017 ESTIMATE
White	68.92%
Black or African American	11.17%
American Indian/Alaskan	1.00%
Asian	0.97%
Native Hawaiian/Islander	0.08%
Other Race	14.83%
Two or More Races	3.02%
Hispanic or Latino (of any race)	40.29%

## Age

GROUPS	2017 ESTIMATE
9 Years and Under	13.83%
10-17 Years	11.71%
18-24 Years	8.76%
25-34 Years	12.78%
35-44 Years	12.90%
45-54 Years	12.97%
55-64 Years	12.90%
65 Years and Over	14.14%
DISTRIBUTION	2017 ESTIMATE
Median Age	37.3
Average Age	38.0



# Future Retail Trade Area Demographics

## Population

2017: 111,582

2022: 118,551

Median HH Income: \$55,912

Average HH Income: \$74,353

Median Age: 42.01

Average Age: 41.1

<b><u>New Development 130/71</u></b>	Potential Total Annual Sales
General Merchandise Store (Walmart)	\$100,000,000
Grocery Store (HEB)	\$50,000,000
4 Junior Anchors (Ross, Marshalls, HomeGoods, etc)	\$40,000,000
3 Full Service (Casual) Restaurants	\$7,500,000
5 Quick Service (Fast Food)	\$6,250,000
1 Home Improvement Store (Home Depot/Lowes)	\$30,000,000
<b>Projected Phase 1 Total Sales</b>	<b>\$233,750,000</b>

# Impact on Retail Sales Potential in the Bastrop RTA at Full Development (Ceteris Paribus)

## \$393.5M Retail Sales Potential Decrease

\$931.4M (Bastrop 2017 RTA Retail Sales Potential) / 193,196 (Bastrop 2017 RTA Population)  
= \$4,821 (Bastrop 2017 Individual Retail Sales Potential)

\$4,821 (Bastrop 2017 Individual Retail Sales Potential) x 81,614 (Future Bastrop RTA Population)  
= (EST RTA Population Decrease) = \$393.5M

Year	BTX RTA		BTX RTA			Combined		City		EDC	
	BTX RTA Loss		Potential RS	Actual RS	Capture Rate	1.50%		1.00%		0.50%	
0			931,398,525	438,940,467	47.13%	6,584,107		4,389,405		2,194,702	
1	22,665,600	30%	908,732,925	428,258,843		6,423,883	(160,224)	4,282,588	(106,816)	2,141,294	(53,408)
2	75,552,000	40%	855,846,525	403,335,053		6,050,026	(534,081)	4,033,351	(356,054)	2,016,675	(178,027)
3	188,880,000	60%	742,518,525	349,926,932		5,248,904	(1,335,203)	3,499,269	(890,135)	1,749,635	(445,068)
4	314,800,000	80%	616,598,525	290,584,575		4,358,769	(2,225,338)	2,905,846	(1,483,559)	1,452,923	(741,779)
5	393,500,000	100%	537,898,525	253,495,602		3,802,434	(2,781,673)	2,534,956	(1,854,449)	1,267,478	(927,224)
							(7,036,520)		(4,691,013)		(2,345,507)

# **RECRUITMENT**

## **Retailer Targeting List**

Bastrop, Texas

The following retailers were identified as top targets for Bastrop's retail recruitment and marketing effort:

**365 By Whole Foods Market**  
**54th Street Restaurant Drafthouse**  
**Belk**  
**BJ's**  
**Buffalo Wild Wings**  
**Cato**  
**Cheddar's**  
**Chipotle Mexican Grill**  
**Chuy's**  
**Costco Wholesale**  
**Dressbarn**  
**Five Guys**  
**Freddy's Frozen Custard & Steakburgers**  
**Freebirds World Burrito**  
**HomeGoods**  
**In-N-Out Burger**  
**Kohl's**  
**Logan's Roadhouse**  
**Longhorn Steakhouse**  
**Marshall's**

**McAlister's Deli**  
**Michael's Arts & Crafts**  
**Mighty Fine Burgers**  
**Mooya Burgers, Fries & Shakes**  
**Natural Grocers**  
**Newk's**  
**Old Navy**  
**Olive Garden**  
**Panera Bread**  
**Qdoba Mexican Grill**  
**Red Lobster**  
**Rosa's Cafe**  
**Sams Club**  
**Sprouts Farmers Market**  
**Stein Mart**  
**Target**  
**Texas Roadhouse**  
**Torchy's Tacos**  
**Tuesday Morning**  
**Which Wich**

# Custom Feasibility Packages



**RETAIL FEASIBILITY STUDY**  
Bastrop, Texas



Prepared for  
Bastrop Economic Development Corporation



**RETAIL FEASIBILITY STUDY**  
Bastrop, Texas



Prepared for  
Bastrop Economic Development Corporation





# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 5B

**TITLE:**

Discuss The Small Business Revolution – Main Street Series; Top 5 Winners Announced on February 13, 2018 at 5:45 a.m. CST; Voting Begins Immediately; Series Winner Announced on February 27, 2018 – What is Bastrop’s Status?

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager  
Sarah O’Brien, Hospitality & Downtown Director

**BACKGROUND/HISTORY:**

Deluxe Corporation has been a proud champion of small business since 1915. To commemorate their 100<sup>th</sup> anniversary, they created the Small Business Revolution series as a way to celebrate the small businesses that drive our economy and bring communities together, while creating a movement of support. Deluxe Corporation believes that small businesses are the future of the American economy. This company learned that nowhere are small businesses more under siege than in small towns. This series is designed to help small businesses, and in turn, help small towns reignite the spark that drives them and keeps people coming back.

Each season of the series is centered around one town and six of its small businesses, where Deluxe Corporation invests \$500,000 and documents the transformation in an original series. Season 1 featured Wabash, Indiana in the Midwest. Season 2 featured Bristol Borough, Pennsylvania, a historic East Coast river town.

**POLICY EXPLANATION:**

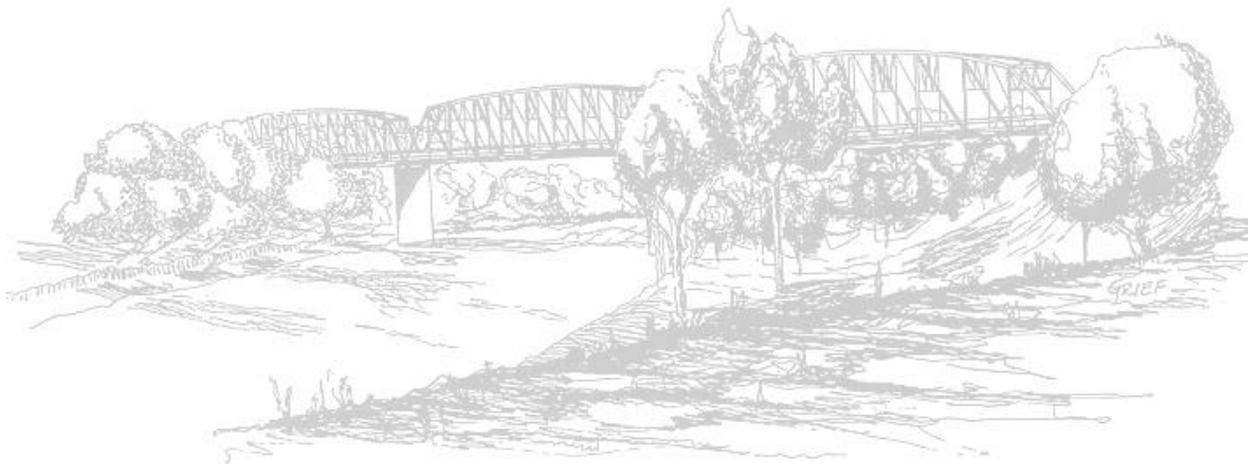
The City of Bastrop was selected as one of ten towns nationwide and the only Texas community competing to win the opportunity to host Series 3 out of thousands of nominations. The top ten communities are:

- Aberdeen, SD
- **BASTROP, TX**
- Martinez, CA
- Alton, IL
- Brainerd, MN
- Siloam Springs, AR
- Americus, GA
- Exeter, NH
- Amesbury, MA
- Florence, OR

During the month of January, Deluxe Corporation representatives are visiting all top ten (10) cities with the goal of narrowing their selection to five (5). The City of Bastrop hosted the Deluxe team on January 7-8, 2018. The top five (5) will be announced on Tuesday, February 13<sup>th</sup> at 5:45 a.m. The winner will be selected solely on who receives the most votes through a one-week daily voting process. There were more than 1,000,000 votes cast in Season 2, whose winner was Bristol Borough, PA.

**Staff will provide an update on Bastrop's status at this Council Meeting. If selected for the Top 5, we will discuss voting procedures.**

**The winner will be named on February 27, 2018. This is the same day as our Council Meeting. All top 5 communities are asked to host a watch party, which may conflict with our regularly scheduled Council Meeting time. If Bastrop is in the Top 5, a Council Meeting will be held on February 27<sup>th</sup>, but the time may be different. Because of the need to publish a Notice of Public Hearing in the Bastrop Advertiser on Tuesday, February 6, 2018 for the February 27, 2018 meeting, three (3) notices were published at 10:00 a.m., 2:00 p.m., and 6:30 p.m. Once a time is set, two (2) of the three (3) meeting notices will be cancelled.**





# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 5C

**TITLE:**

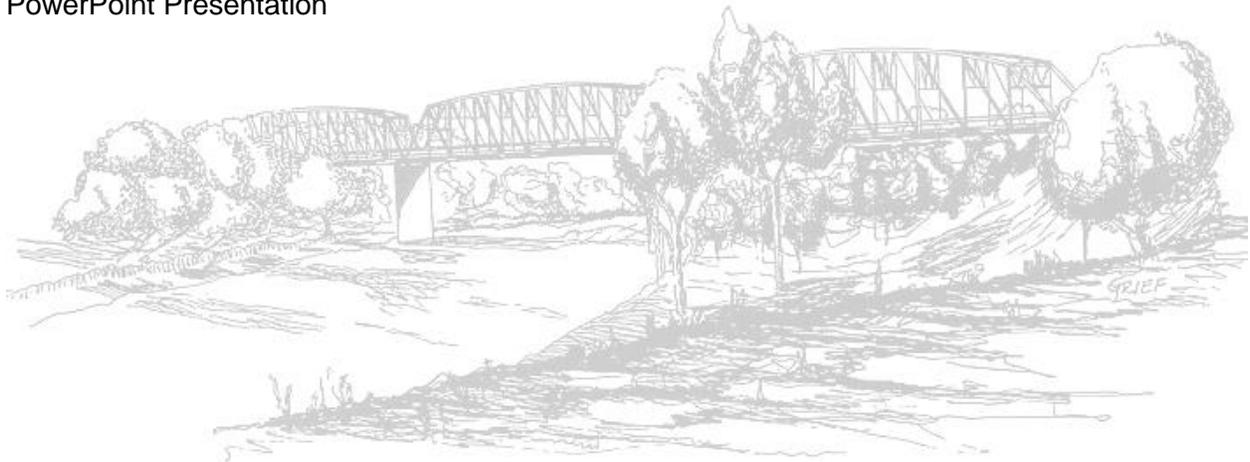
Receive presentation on the Capital Improvement Program Scoring Criteria as provided in the Comprehensive Plan 2036.

**STAFF REPRESENTATIVE:**

Wesley Brandon, City Engineer

**ATTACHMENTS:**

PowerPoint Presentation



# Comprehensive Plan Recap

## What is it (and why is it important)?

Visionary policy document that guides long-term decision-making by City staff and officials on topics such as capital expenditures, staffing, and operations.

## What does a Comprehensive Plan Do?

- Facilitates orderly growth and development;
- Identifies what is shaping the community;
- Builds consensus and commitment between elected/appointed officials, City staff, and citizens;
- Provides a list of implementation actions.

## Quick Facts

Adopted November 2016

Total Cost ~\$200,000

4 Consulting Firms

16 Months to Complete

## COMPREHENSIVE PLAN 20 CITY OF BASTROP, TEXAS 36



# Community Input

11

STAKEHOLDER  
INTERVIEWS

2,545

SURVEY  
RESPONSES

9

STEERING  
COMMITTEE  
MEETINGS

3

PUBLIC  
OPEN HOUSES

## Welcome!

Thank you for coming to the first open public house meeting of the

**BASTROP COMPREHENSIVE PLAN UPDATE & TRANSPORTATION MASTER PLAN.**

Your feedback is very important to assist City officials, staff, and your fellow community members in determining the best future for Bastrop.

This is an open house format, so there is no "official" start or end (or presentation). You can provide your feedback as you walk around to each table. City staff and representatives from Halff Associates; Alliance Transportation Group; Angelou Economics; and Brinkley, Sargent, Wiginton; will be available to answer any questions and help facilitate the feedback process.

*Thanks again!*



BASTROP COMPREHENSIVE PLAN UPDATE





# Appendix B

## Capital Improvement Program Template

# What is a Capital Improvement Program (CIP)?

- Multi-Year plan that identifies and prioritizes projects related to public facilities and services
- Upgrade, replace, increase capacity, extend service life of infrastructure.
- Water, Wastewater, Streets, Drainage, Parks, Facilities, etc.

“The expensive stuff  
that needs to  
last a long time!”

# CIP Goals

- Comprehensive process that involves all departments
- Objective, Data-Driven decision-making
- Prioritize projects based on Community Goals and Objectives
- Quantify costs, benefits of each project
- Incorporate into annual budgeting process

# CIP Projects - Initial Ranking Process

- Staff compiled initial list of projects (previous studies, Comp Plan recommendations, public input)
- Divided into 4 Project Categories
  - Facilities, Quality of Life, Transportation, Utilities
- Information Sheet for each project

PROJECT TITLE (ID No.)	
Project Category: Text	Sub-category: Text
Recommended by: Text	Responsible Dept.: Text
Project Description/Location: Text	

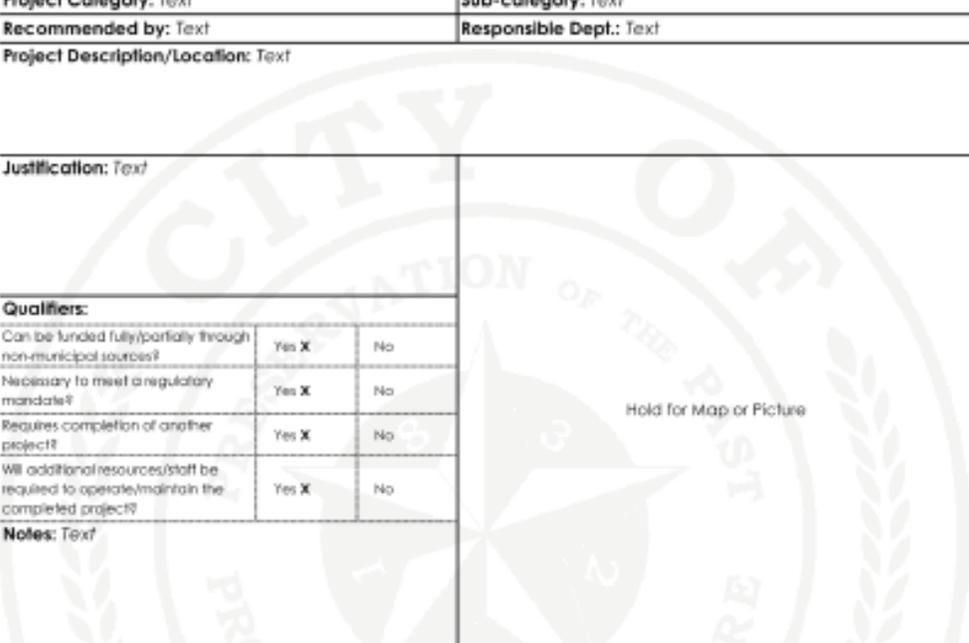
Justification: Text

---

**Qualifiers:**

Can be funded fully/partially through non-municipal sources?	Yes <input checked="" type="checkbox"/>	No
Necessary to meet a regulatory mandate?	Yes <input checked="" type="checkbox"/>	No
Requires completion of another project?	Yes <input checked="" type="checkbox"/>	No
Will additional resources/staff be required to operate/maintain the completed project?	Yes <input checked="" type="checkbox"/>	No

Notes: Text



Hold for Map or Picture

Estimated Project Cost(s)	YR 16/17	YR 17/18	YR 18/19	YR 19/20	YR 20/21	> YR 20/21	TOTAL
Acquisitions (ROW/Easements/Land)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Design	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Construction (+10%)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Project Cost</b>	<b>\$0</b>						

Cost Notes: Text

Funding Source(s)	YR 16/17	YR 17/18	YR 18/19	YR 19/20	YR 20/21	> YR 20/21	TOTAL
Impact Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Revenue Bonds	\$0	\$0	\$0	\$0	\$0	\$0	\$0
CO Bonds	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GO Bonds	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fund Balance	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Source(s)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Project Funding</b>	<b>\$0</b>						

Funding Source Notes: Text

<b>Funding Surplus/(Deficit)</b>	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
----------------------------------	-----	-----	-----	-----	-----	-----	------------

# CIP Project Ranking

## 10 Categories, 2 Groups

### **Community**

- Public Health & Safety
- Economic Development
- Land Development / Growth
- Community Reinvestment
- Quality of Life

### **Organizational**

- Impact on Operational Budget
- Cost Sharing
- Regulatory Compliance
- Leveraging
- Environmental Enhancement

## C.I.P. RANKING EXERCISE

Please help us determine which criteria should be weighted most heavily during the Capital Improvements Programs scoring exercise.

Please score the following criteria on a scale of 1-5 based on their importance to you, with **one (1)** being **MOST** important and **five (5)** being **LEAST** important. Please score *Community Goals and Operational Goals* separately.

# CIP Project Ranking Process

- Each of the 10 categories were scored based on importance by staff and the Steering Committee
- Each group was scored separately
- Scores were then averaged
- Higher-scoring criteria received greater weighting in overall score

### COMMUNITY GOALS

- Public Health and Safety.** The project will directly or indirectly improve public health and safety - either by reducing a known/existing health of safety hazard, or mitigating a potential hazard that may negatively impact the general public if not addressed.
- Economic Development.** The project will increase the marketability and/or development potential of one or more properties. The project may support one or more economic development goals and objectives referenced in the comprehensive plan, redevelopment plan, or other relevant City-adopted planning document.
- Land Development and Growth.** The project is consistent with and will promote the recommended development patterns contained in the Bastrop Comprehensive Plan – particularly the recommendations contained in the Bastrop Growth Program and Bastrop Future Land Use Plan.
- Community Reinvestment.** The project improves the living standards in existing residential neighborhoods, or reinvestment potential within established commercial areas – particularly those areas that exhibit conditions of blight. The project's impact is associated with a tax increment reinvestment zone, neighborhood improvement district, or other public reinvestment tool.
- Quality of Life.** The project will improve Bastrop residents' quality of life by enhancing community aesthetics, promoting local heritage, preserving historic resources, providing recreational opportunities, promoting healthy lifestyles, and/or conserving natural resources.

### OPERATIONAL GOALS

- Impact on Operational Budget.** The project will add to the City's annual maintenance and operations costs. The project will require new personnel to operate and/or new equipment or other expenditures to maintain. Conversely, the project will reduce long-term municipal operational costs through savings in staff time, energy efficiency, etc. The project may have the opportunity to generate revenue.
- Cost Sharing.** The project can/will be fully or partially funded through non-municipal sources such as private development funds, grants, agency donations, and other external sources. Completion of the project may involve direct participation by other partners in the form of labor and/or materials.
- Regulatory Compliance.** The project assists the City in meeting a federal, state, or other regulatory mandate.
- Leveraging.** The project may be coupled with other projects due to timing and/or location. Other projects are dependent on completion of the listed project.
- Environmental Enhancement.** The project improves natural habitat or ecology that may have been negatively impacted by prior human activity or a natural event. Environmental enhancements may be directly enjoyed by Bastrop residents through access and passive recreational activities.

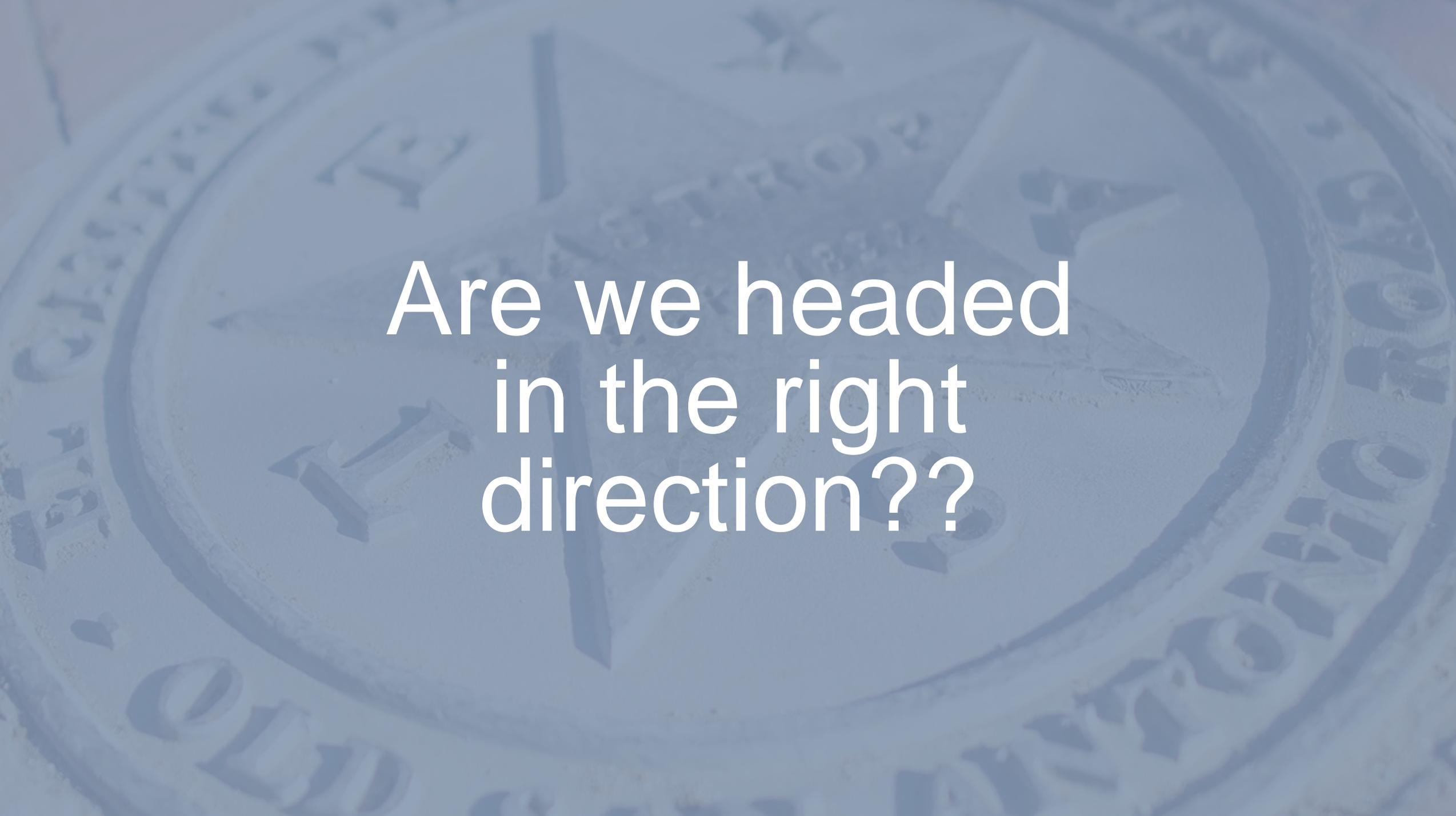
# Initial Criteria Ranking

Community goals count 48% of the weighted score  
Organizational goals count 52% toward weighted score

RANK	CRITERIA	CATEGORY	MINIMUM VALUE	MAXIMUM VALUE	WEIGHT	MIN. WEIGHTED SCORE	MAX. WEIGHTED SCORE
#1	Public Health And Safety	Community	1	5	<b>1.9</b>	1.9	9.5
#2	Quality Of Life	Community	1	5	<b>1.8</b>	1.8	9
#3	Economic Development	Community	1	5	<b>1.7</b>	1.7	8.5
#4	Cost Sharing	Organizational	1	5	<b>1.6</b>	1.6	8
#5	Impact On Operational Budget	Organizational	1	5	<b>1.5</b>	1.5	7.5
#6	Leveraging	Organizational	1	5	<b>1.4</b>	1.4	7
#7	Regulatory Compliance	Organizational	1	5	<b>1.3</b>	1.3	6.5
#8	Community Reinvestment	Community	1	5	<b>1.2</b>	1.2	6
#9	Land Development And Growth	Community	0.5	2.5	<b>1.2</b>	0.6	3
#10	Environmental Enhancement	Organizational	0.5	2.5	<b>1</b>	0.5	2.5
	TOTAL		9	45	-	13.5	67.5

# Next Steps

- ✓ Each project was scored by staff based on criteria and weighting
- ✓ Preliminary list included in Appendix B of Comprehensive Plan
- Prepare New / Updated project sheets, cost estimates
- Present complete, prioritized list of projects to City Council during budget process



Are we headed  
in the right  
direction??

## C.I.P. RANKING EXERCISE

Please help us determine which criteria should be weighted most heavily during the Capital Improvements Programs scoring exercise.

Please score the following criteria on a scale of 1-5 based on their importance to you, with **one (1)** being **MOST** important and **five (5)** being **LEAST** important. Please score Community Goals and Operational Goals separately.

# Initial Criteria Ranking

### COMMUNITY GOALS

- Public Health and Safety.** The project will directly or indirectly improve public health and safety - either by reducing a known/existing health of safety hazard, or mitigating a potential hazard that may negatively impact the general public if not addressed.
- Economic Development.** The project will increase the marketability and/or development potential of one or more properties. The project may support one or more economic development goals and objectives referenced in the comprehensive plan, redevelopment plan, or other relevant City-adopted planning document.
- Land Development and Growth.** The project is consistent with and will promote the recommended development patterns contained in the Bastrop Comprehensive Plan – particularly the recommendations contained in the Bastrop Growth Program and Bastrop Future Land Use Plan.
- Community Reinvestment.** The project improves the living standards in existing residential neighborhoods, or reinvestment potential within established commercial areas – particularly those areas that exhibit conditions of blight. The project's impact is associated with a tax increment reinvestment zone, neighborhood improvement district, or other public reinvestment tool.
- Quality of Life.** The project will improve Bastrop residents' quality of life by enhancing community aesthetics, promoting local heritage, preserving historic resources, providing recreational opportunities, promoting healthy lifestyles, and/or conserving natural resources.

### OPERATIONAL GOALS

- Impact on Operational Budget.** The project will add to the City's annual maintenance and operations costs. The project will require new personnel to operate and/or new equipment or other expenditures to maintain. Conversely, the project will reduce long-term municipal operational costs through savings in staff time, energy efficiency, etc. The project may have the opportunity to generate revenue.
- Cost Sharing.** The project can/will be fully or partially funded through non-municipal sources such as private development funds, grants, agency donations, and other external sources. Completion of the project may involve direct participation by other partners in the form of labor and/or materials.
- Regulatory Compliance.** The project assists the City in meeting a federal, state, or other regulatory mandate.
- Leveraging.** The project may be coupled with other projects due to timing and/or location. Other projects are dependent on completion of the listed project.
- Environmental Enhancement.** The project improves natural habitat or ecology that may have been negatively impacted by prior human activity or a natural event. Environmental enhancements may be directly enjoyed by Bastrop residents through access and passive recreational activities.

RANK	CRITERIA	MINIMUM VALUE	MAXIMUM VALUE	WEIGHT
#1	Public Health And Safety	1	5	1.9
#2	Quality Of Life	1	5	1.8
#3	Economic Development	1	5	1.7
#4	Cost Sharing	1	5	1.6
#5	Impact On Operational Budget	1	5	1.5
#6	Leveraging	1	5	1.4
#7	Regulatory Compliance	1	5	1.3
#8	Community Reinvestment	1	5	1.2
#9	Land Development And Growth	0.5	2.5	1.2
#10	Environmental Enhancement	0.5	2.5	1
	TOTAL	9	45	-

# #1

## Public Health and Safety

The project will directly or indirectly improve public health and safety - either by reducing a known/existing health or safety hazard, or mitigating a potential hazard that may negatively impact the general public if not addressed.

1. Does the project directly impact the public health and safety of Bastrop residents? To what degree?
2. Does the project indirectly enhance community-wide health or safety?
3. Does the project pro-actively mitigate a hazardous condition? Will it promote community resiliency in the event of a disaster?

## #2 Quality of Life

The project will improve Bastrop residents' quality of life by enhancing community aesthetics, promoting local heritage, preserving historic resources, providing recreational opportunities, promoting healthy lifestyles, and/or conserving natural resources.

1. Does the project improve community aesthetics or otherwise assist in development/maintaining a preferred community image?
2. Does the project enable or support the preservation of a cultural, historical, or natural resources?
3. Does the project provide greater citizen access to recreational opportunities that support healthy lifestyles?

# #3

## Economic Development

The project will increase the marketability and/or development potential of one or more properties. The project may support one or more economic development goals and objectives referenced in the comprehensive plan, redevelopment plan, or other relevant City-adopted planning document.

1. Does the project have the potential to promote economic development in a new area of town?
2. Does the project implement plans or policy documents adopted or endorsed by the City of Bastrop?

## #4 Cost Sharing

The project can/will be fully or partially funded through non-municipal sources such as private development funds, grants, agency donations, and other external sources. Completion of the project may involve direct participation by other partners in the form of labor and/or materials.

1. Will the cost of the project be split between the City of Bastrop and one or more other sources?
2. Is City financial commitment to the project required to utilize substantial funds from another source?

# #5

## Impact on Operational Budget

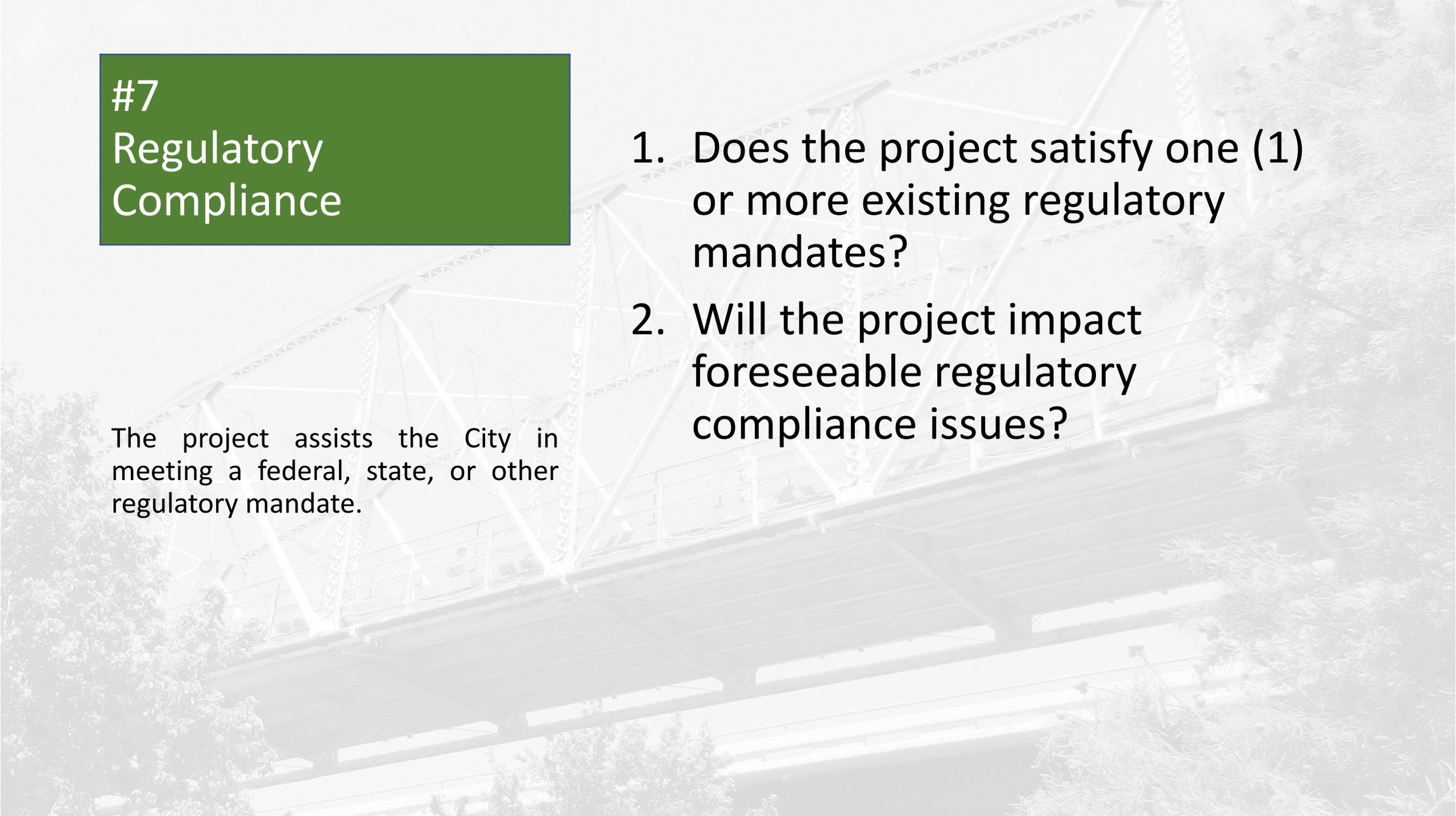
The project will add to the City's annual maintenance and operations costs. The project will require new personnel to operate and/or new equipment or other expenditures to maintain. Conversely, the project will reduce long-term municipal operational costs through savings in staff time, energy efficiency, etc. The project may have the opportunity to generate revenue.

1. Does the project require additional personnel to operate?
2. Does the project create a significant increase in Bastrop's annual maintenance budget?
3. Will new equipment be required to support the long-term operation of the project?
4. Will the project result in operational efficiencies?
5. Will the project be used to generate revenue or the City? Will revenue generated mitigate annual operations costs?

## #6 Leveraging

The project may be coupled with other projects due to timing and/or location. Other projects are dependent on completion of the listed project (including a study).

1. May the project be constructed in conjunction with another CIP project?
2. Will completion of the project allow for other CIP projects to be initiated?

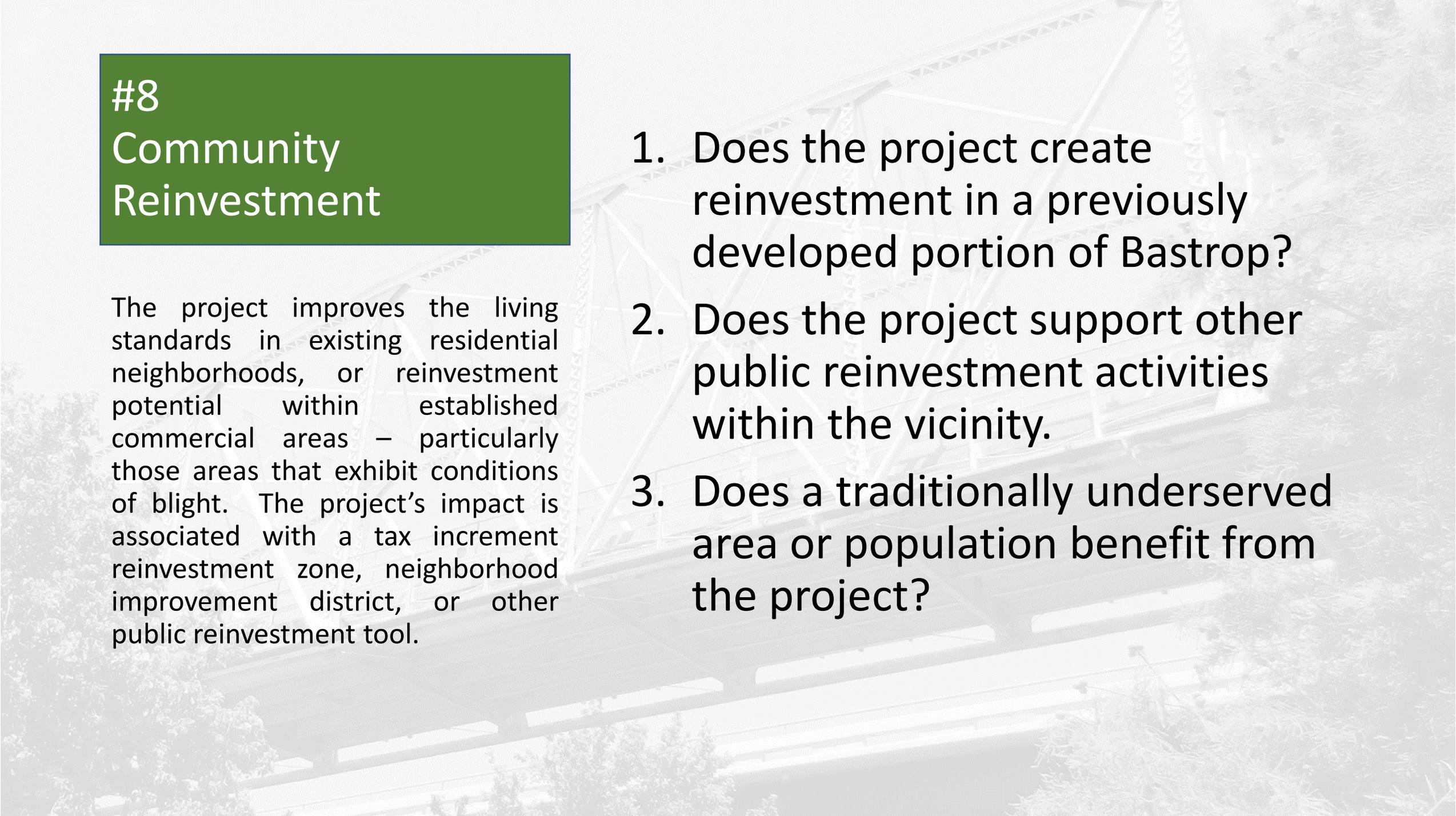


#7

## Regulatory Compliance

The project assists the City in meeting a federal, state, or other regulatory mandate.

1. Does the project satisfy one (1) or more existing regulatory mandates?
2. Will the project impact foreseeable regulatory compliance issues?

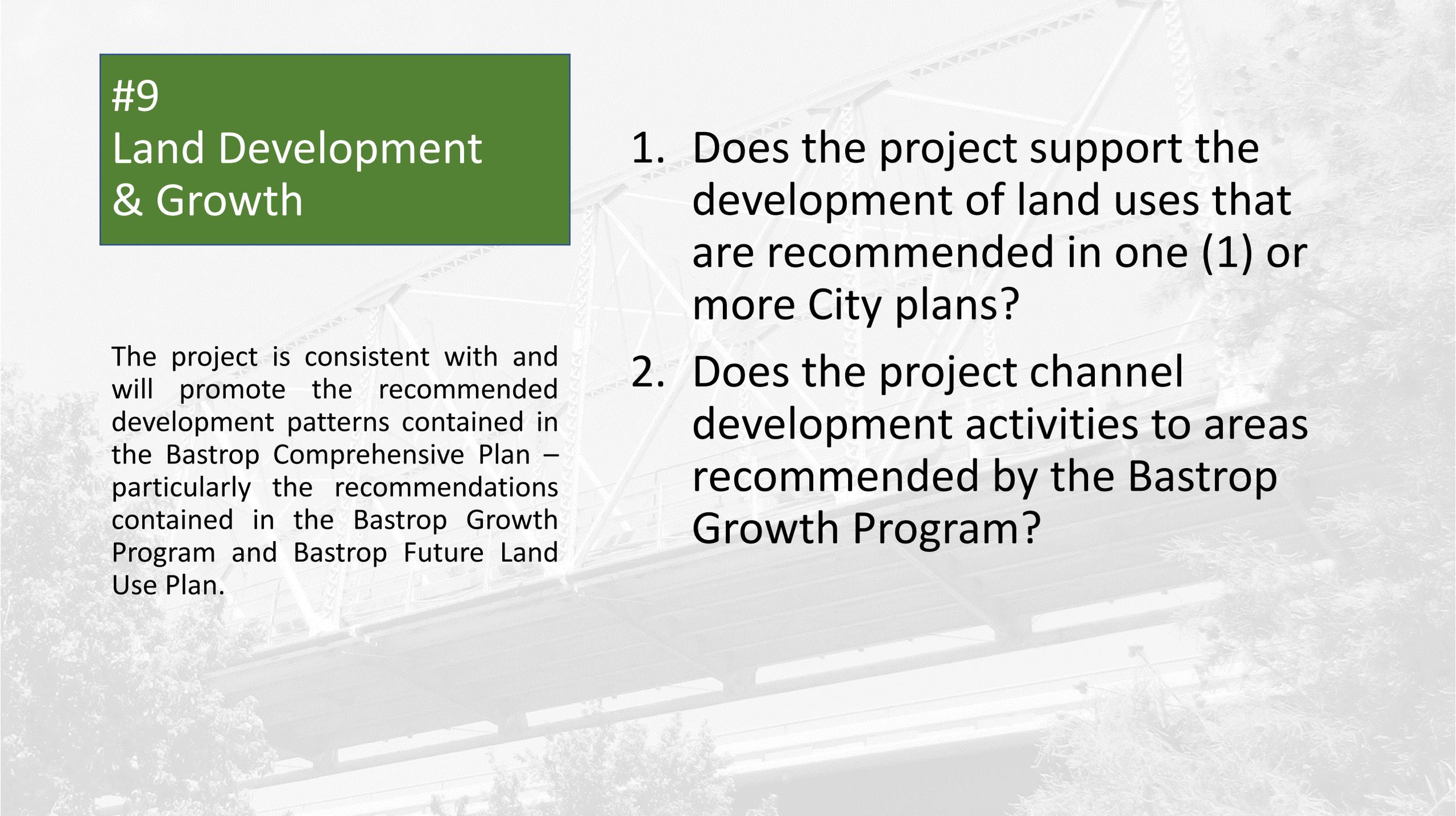


# #8

## Community Reinvestment

The project improves the living standards in existing residential neighborhoods, or reinvestment potential within established commercial areas – particularly those areas that exhibit conditions of blight. The project's impact is associated with a tax increment reinvestment zone, neighborhood improvement district, or other public reinvestment tool.

1. Does the project create reinvestment in a previously developed portion of Bastrop?
2. Does the project support other public reinvestment activities within the vicinity.
3. Does a traditionally underserved area or population benefit from the project?

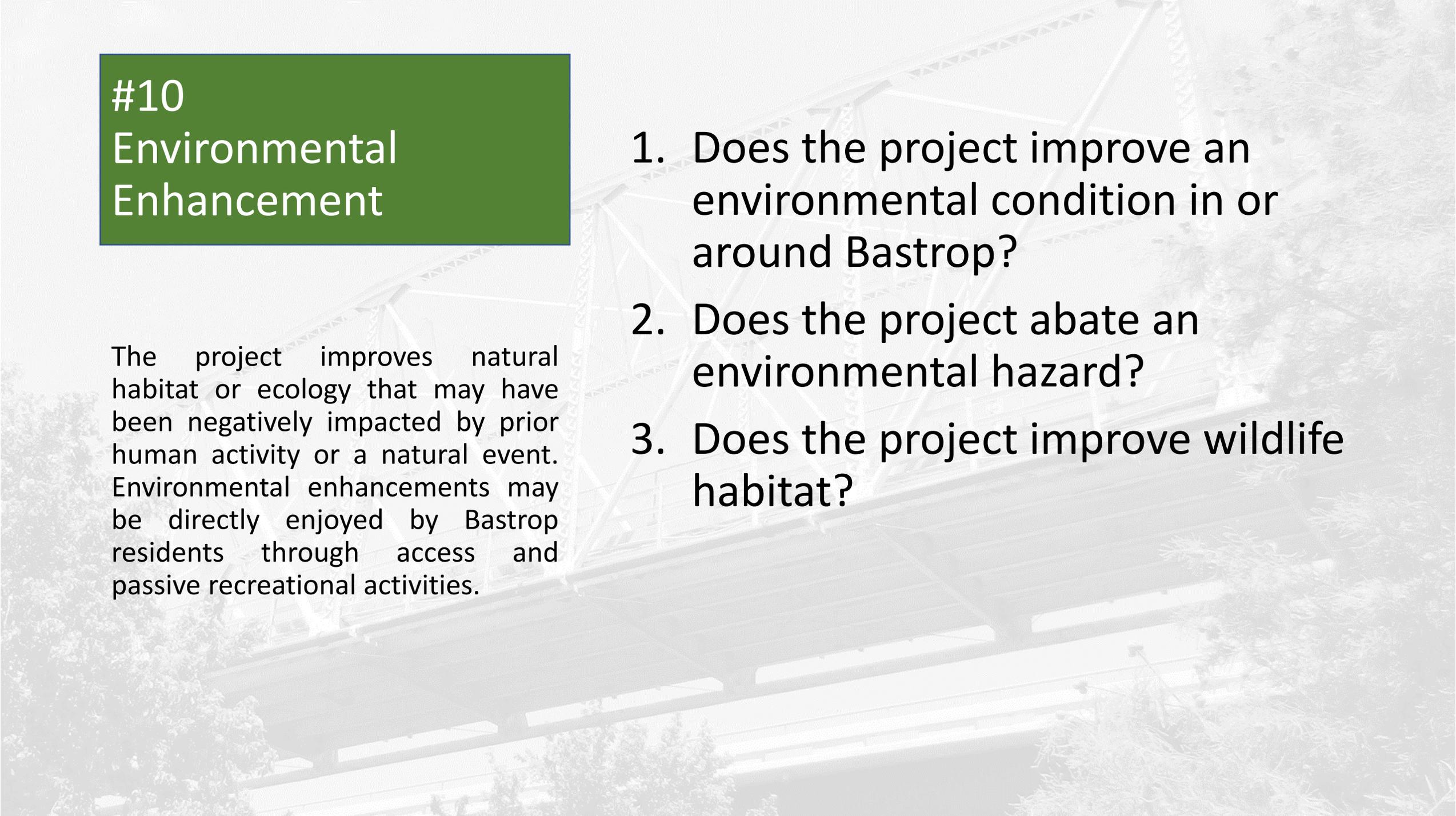


#9

## Land Development & Growth

The project is consistent with and will promote the recommended development patterns contained in the Bastrop Comprehensive Plan – particularly the recommendations contained in the Bastrop Growth Program and Bastrop Future Land Use Plan.

1. Does the project support the development of land uses that are recommended in one (1) or more City plans?
2. Does the project channel development activities to areas recommended by the Bastrop Growth Program?



# #10

## Environmental Enhancement

The project improves natural habitat or ecology that may have been negatively impacted by prior human activity or a natural event. Environmental enhancements may be directly enjoyed by Bastrop residents through access and passive recreational activities.

1. Does the project improve an environmental condition in or around Bastrop?
2. Does the project abate an environmental hazard?
3. Does the project improve wildlife habitat?

# What Projects Scored High? Low?

## Higher Scoring Projects

- Quality of Life
  - River Loop Phase 1 (33)
  - Old Iron Bridge Repairs (32)
- Utilities
  - New Wastewater Plant (40)
  - Wastewater to new WWTP (40)
- Transportation
  - Agnes Street Extension (33)
  - Downtown Bastrop Traffic Calming (44)
- Facilities
  - New Fire Station (24)

## Lower Scoring Projects

- Quality of Life
  - Mayfest Park Covered Seating (27)
  - Mayfest Park Restrooms (27)
- Utilities
  - WWater line Tahitian Dr to McCallister (20)
  - Fiber Optic Network Expansion (16)
- Transportation
  - Lost Pines Avenue Extension (22)
  - Jefferson Street Reconstruction (19)



Thanks!



# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 5D

**TITLE:**

Discuss Capital Improvement Plan Community Survey.

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager

**BACKGROUND/HISTORY:**

As a part of this year's budget process, the City will develop a Five (5) Year Capital Improvement Program (CIP). To be included in the CIP, the project must cost \$100,000 or more and have a lifespan of at least ten (10) years. On-going maintenance is not considered a CIP project. As a part of this process, Council will be asked to evaluate projects based on the Capital Improvement Scoring Criteria, as discussed in Item 5C.

**POLICY EXPLANATION:**

It is important to receive citizen feedback on the projects that they would like to see included in the Capital Improvement Program. Therefore, a survey will be posted on the City's website starting March 1<sup>st</sup> through March 30<sup>th</sup>. This survey will ask several questions. First, what is the capital need that the citizen believes is important? Next, why does the citizen believe it is important? A printable survey will be available should someone want to print it and mail in their response. Citizens will be asked to provide their address to ensure that only Bastrop residents, who ultimately will pay for these projects, are providing input.

At the close of the survey process, City Engineer Wesley Brandon will compile the data to present at the April 19<sup>th</sup> Workshop.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

N/A – For Discussion Only



# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 6A

**TITLE:**

Presentation and update from the Bastrop Economic Development Corporation; update on January Economic Development Corporation Board of Directors meeting; and update on 2018 Launch! Small Business Workshops.

**STAFF REPRESENTATIVE:**

Shawn Kirkpatrick, Executive Director, Bastrop Economic Development Corporation

**BACKGROUND/HISTORY:**

The Economic Development Corporation (EDC) provides regular (monthly) updates to City Council on the activity of the EDC. Beginning in February, the update will take place at the City Council's first meeting of each month.

January Economic Development Corporation Board of Directors meeting update

The Board formed a committee consisting of Chair Cam Chavez, Katheryn Nash, and Ron Spencer to review, update and establish policies for the Corporation, Board and Staff. Staff presented updates about ongoing projects, 2017 sales tax, outstanding BEDC agreements, and the Bastrop Business and Industrial Park.

2018 Launch! Small Business Workshops & Luncheon

The 2018 Launch! Small Business Workshops & Luncheon is scheduled for February 27, 2018, at the Bastrop Convention & Exhibit Center. It is open to anyone interested in starting or expanding a business. Please see the attached flyer for additional details.

**POLICY EXPLANATION:**

Regular update for City Council and community.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

No action required

**ATTACHMENTS:**

2018 Launch! Flyer



# 2018 LAUNCH!

## SMALL BUSINESS WORKSHOPS & LUNCHEON

**WHEN:** Tuesday, February 27, 2018 • 9:30 a.m. - 3:30 p.m.

**WHERE:** Bastrop Convention and Exhibit Center  
1408 Chestnut Street • Bastrop, Texas

**WHAT:** Workshops on how to start a new business

**WHO:** Anyone interested in starting or expanding a business



## SCHEDULE

9:30 a.m. - 10:00 a.m.	Registration
10:00 a.m. - 11:00 a.m.	Dos & Don'ts of Business Planning
11:00 a.m. - 12:00 Noon	Financing Your Business
12:00 Noon - 1:00 p.m.	Eight Secrets from a Secret Shopper
1:00 p.m. - 1:45 p.m.	Navigating City Regulations
1:45 p.m. - 2:30 p.m.	Legal & Accounting Tips from the Pros
2:30 p.m. - 3:30 p.m.	One-on-One with the Experts

**Register at: [Eventleaf.com/2018Launch!](http://Eventleaf.com/2018Launch!)**





# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 7

**TITLE:**

## **CITIZEN COMMENTS**

*At this time, three (3) minute comments will be taken from the audience on any topic. To address the Council, please submit a fully completed request card to the City Secretary prior to the beginning of the Citizens' Comment portion of the Council meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, City Council cannot discuss issues raised or make any decision at this time. Instead, City Council is limited to making a statement of specific factual information or a recitation of existing policy in response to the inquiry. Issues may be referred to City Staff for research and possible future action.*

*To address the Council concerning any item on the agenda, please submit a fully completed request card to the City Secretary prior to the consideration of that item.*

*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 will not be tolerated.*



# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 8A

**TITLE:**

Consider action to approve City Council minutes from the January 18, 2018, Joint Council and Parks Advisory Board meeting; January 18, 2018, Joint Council and Fairview Cemetery Advisory Board meeting; and January 23, 2018, regular meeting.

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager  
Ann Franklin, City Secretary

**BACKGROUND/HISTORY:**

N/A

**POLICY EXPLANATION:**

Section 551.021 of the Government Code provides as follows:

- (a) A governmental body shall prepare and keep minutes or make a tape recording of each open meeting of the body.
- (b) The minutes must:
  1. State the subject of each deliberation; and
  2. Indicate the vote, order, decision, or other action taken.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

Consider action to approve City Council minutes from the January 18, 2018, Joint Council and Parks Advisory Board; January 18, 2018, Joint Council and Fairview Cemetery Advisory Board; and January 23, 2018, regular meetings.

**ATTACHMENTS:**

- January 18, 2018, DRAFT Joint Council and Parks Advisory Board Minutes.
- January 18, 2018, DRAFT Joint Council and Fairview Advisory Board Minutes.
- January 23, 2018, DRAFT Regular Meeting Minutes.

**MINUTES OF JOINT WORKSHOP WITH BASTROP, TX CITY  
COUNCIL AND PARKS ADVISORY BOARD  
JANUARY 18, 2018**

The Bastrop City Council and the Parks Advisory Board met in a Joint Workshop Meeting on Thursday, January 18, 2018, at 6:30 p.m. at the Bastrop City Hall Council Chambers, located at 1311 Chestnut Street, Bastrop, Texas. Members present for the Bastrop City Council were: Mayor Schroeder, Mayor Pro Tem Schiff, and Council Members Jones, Ennis and Nelson. Officers present were: City Manager, Lynda Humble and City Secretary, Ann Franklin. Members present for the Parks Advisory Board were: Josh Gordon, Dorothy Skarnulis, Betty Rucker, and Kelly Dawson; State Park Representative, Jamie Creacy; and Youth Representative, Allison Hewett.

**CALL TO ORDER**

- a. Mayor Schroeder called the meeting of the Bastrop City Council to order with a quorum being present at 6:30 p.m. Council Member Peterson was absent.
- b. Chair Josh Gordon called the meeting of the Parks Advisory Board to order with a quorum being present at 6:30 p.m. Board Member Barbara Wolanski was absent.

**WORK SESSION**

- 2A. Receive and participate in information regarding the Bastrop Parks Board and Tree Advisory Board.  
**Presentation was made by Managing Director of Public Works & Leisure Services, Trey Job.**
- 2B. Discuss Council's Identified Focus Areas and List of Priorities as it relates to developing a dedicated funding source for the City of Bastrop Parks system.  
**Discussion was held.**

**ADJOURNMENT**

**Mayor Schroeder adjourned the Bastrop City Council meeting at 7:29 p.m. without objection.**

**Chair Gordon adjourned the Parks Advisory Board meeting at 7:29 p.m. without objection.**

APPROVED:

ATTEST:

---

Mayor Connie B. Schroeder

---

City Secretary Ann Franklin

**MINUTES OF JOINT WORKSHOP WITH BASTROP, TX CITY  
COUNCIL AND FAIRVIEW CEMETERY ADVISORY BOARD  
JANUARY 18, 2018**

The Bastrop City Council and the Fairview Cemetery Advisory Board met in a Joint Workshop Meeting on Thursday, January 18, 2018, at 7:30 p.m. at the Bastrop City Hall Council Chambers, located at 1311 Chestnut Street, Bastrop, Texas. Members present for the Bastrop City Council were: Mayor Schroeder, Mayor Pro Tem Schiff, and Council Members Jones, Ennis and Nelson. Officers present were: City Manager, Lynda Humble and City Secretary, Ann Franklin. Members present for the Fairview Cemetery Advisory Board were: Terry Sanders, Mary Williams, Marvel Wimbley, Tom Scott and Cheryl Long.

**CALL TO ORDER**

- a. Mayor Schroeder called the meeting of the Bastrop City Council to order with a quorum being present at 7:30 p.m. Council Member Peterson was absent.
- b. Chair Terry Sanders called the meeting of the Fairview Cemetery Advisory Board to order with a quorum being present at 7:30 p.m.

**PRESENTATION**

Hear presentation by Mindy Bonine, Principal Investigator, AmaTerra Environmental, Inc. pertaining to upcoming ground-truthing and GPR project in the west section of Fairview Cemetery.

**Presentation was made by Mindy Bonine, Principal Investigator, AmaTerra Environmental, Inc.**

**WORKSHOP SESSION**

- 3A. Receive and participate in information regarding the Fairview Cemetery and Fairview Cemetery Advisory Board:

- Role of Board, 2017 accomplishments, and future goals of the Fairview Cemetery Advisory Board
- Policy Update Discussion (i.e. 2017 ordinance revisions; maintenance; monuments; "green burials" etc.).

**Presentation was made by Chief Financial Officer, Tracy Waldron.**

- 3B. Discuss Council's Identified Focus Areas and List of Priorities as it relates to the Fairview Cemetery and Fairview Cemetery Advisory Board.

- FR#3: Conduct a perpetual care actuarial study for Fairview Cemetery to ensure long-term financial sustainability.
- FR#4: Conduct ground-truthing and GPR in the west section of Fairview Cemetery to identify occupied gravesites and open plots.
- UE#1: Create memorial tree program for Fairview Cemetery.

**Presentation was made by Chief Financial Officer, Tracy Waldron.**

**Suggestion was made to mention at the Quarterly Bastrop County Historical Society that ground-truthing will be taking place at the Fairview Cemetery, in order to get the word out prior to the work beginning.**

**ADJOURNMENT**

**Mayor Schroeder adjourned the Bastrop City Council meeting at 8:39 p.m. without objection.**

APPROVED:

ATTEST:

---

Mayor Connie B. Schroeder

---

City Secretary Ann Franklin

DRAFT

**MINUTES OF REGULAR COUNCIL MEETING  
BASTROP CITY COUNCIL  
January 23, 2018**

The Bastrop City Council met in a Regular Meeting on Tuesday, January 23, 2018, at 5:34 p.m. at the Bastrop City Hall Council Chambers, located at 1311 Chestnut Street, Bastrop, Texas. Members present were Mayor Schroeder and Mayor Pro Tem Schiff and Council Members Peterson and Ennis. Officers present were City Manager Lynda Humble, City Secretary Ann Franklin and City Attorney Alan Bojorquez.

**CALL TO ORDER**

At 5:34 p.m. Mayor Schroeder called the meeting to order with a quorum being present.

**Council Member Jones arrived to the meeting at 5:35 p.m.**

**Council Member Nelson arrived to the meeting at 5:36 p.m.**

**WORK SESSION**

- 2A. Receive presentation and participate in a work session with Alicia Dean and David Green with the City of Austin regarding Media Relations Best Practices.  
**Presentation was made by Alicia Dean and David Green, City of Austin.**

**CONVENE INTO REGULAR SESSION**

At 6:30 p.m. Mayor Schroeder convened the meeting into regular session.

**PLEDGE OF ALLEGIANCE**

Jordan Maxwell and Gracie Long, Bastrop High School Student Council, led the Pledge of Allegiance.

**INVOCATION**

Reverend Steve Newman, gave the invocation.

**PRESENTATIONS**

- 5A. Mayor's Report

**ACTIVITIES OF MAYOR SCHROEDER SINCE THE LAST COUNCIL MEETING:**

- January 13
  - Happy Healthy New Year's Bash!
- January 14
  - Bastrop County Historical Society Garage Sale Reunion
  - MLK Scholarship Program; Mount Rose Baptist Church
- January 15 Martin Luther King Jr. Day
  - MLK Walk in Smithville
- January 17
  - Joint Main Street and BAIPP Workshop
- January 18
  - Joint City Council & Parks Board Meeting
  - Joint City Council & Cemetery Board Meeting
- January 22

- BEDC Monthly Meeting
- January 23
  - City Council Meeting

**UPCOMING EVENTS:**

- January 24
  - Hunters Crossing PID Meeting
- January 25
  - Planning and Zoning Meeting
- January 30
  - THCA Public Meeting on The Preserve
- February 1
  - Parks Board Meeting
  - Farm Street Opry
- February 2
  - First Friday Art Walk 2018 kickoff!
- February 6
  - Library Board Meeting
- February 7
  - Chamber of Commerce Monthly Luncheon
- February 12
  - YMCA Annual Fund Raiser
- Week of February 12<sup>th</sup>
  - Top 5 Cities selected for Small Business Revolution!
- February 13
  - City Council Meeting

5B. Councilmembers' Report  
**Mayor Pro Tem Schiff**

- **Stated that it was an honor to represent Bastrop at the Martin Luther King (MLK) walk in Smithville on January 17, 2018.**
- **Bastrop will be the host city for the MLK walk in 2019.**

**Council Member Nelson**

- **Stated it was a pleasure to have the joint meetings with the Parks Board, Cemetery Board, Bastrop Art in Public Places and Main Street Advisory Board.**
- **The Johnny Cash Tribute at the Opera House was an outstanding show.**

**Council Member Peterson**

- **Thanked the Public Works Department for their quick response regarding the icy roads and bridges.**
- **MLK activities were wonderful.**

**Council Member Ennis**

- **Attended the Happy Healthy New Year Bash**
- **Attended the MLK Scholarship event at Mount Rose Church, the Houston Tillotson Choir performed.**
- **Urged everyone, if possible to attend the Houston Tillotson Choir performance on February 24<sup>th</sup> in Austin.**

**Council Liaison to Main Street Advisory Board update:**

- The board met on January 10<sup>th</sup>.
- Welcomed new board member, Sandra Grawunder.
- January 27<sup>th</sup> will host the LaGrange Main Street Board in Bastrop.
- Main Street Board and Bastrop Art in Public Places hosted a joint board meeting on January 17<sup>th</sup> and discussed the draft Culinary and Cultural Arts District report.
- Sarah O'Brien spoke at the Texas Historical Commission's Real Places Conference in Austin.
- Sarah O'Brien spoke with Texas Main Street Planner Emily Koller about Downtown Texas and Imagine the Possibilities Tour, representing the City of Bastrop.
- Main Street hosted their first "Breakfast Bites" on Friday, January 19<sup>th</sup>, thanks to San Marcos Main Street Program Director for presenting the program on "Maximizing Your Business During Special Events".
- Downtown business changes:
  - The Hub, an innovative coffee shop and workshop is now open
  - Bastrop Beer Company is working to open in the next six (6) weeks

**Cemetery Board 2017 Accomplishments:**

- Updating the cemetery ordinance.
- Identified concerns surrounding aging trees.
- The need for additional and replacement trees to retain Fairview Cemetery's beauty.
- Began work on a memorial tree program.

**Cemetery Board 2018 Work Plan:**

- Conduct a Perpetual Care Actuarial study to insure long term financial sustainability.
- Conduct ground-truthing in the west section of Fairview Cemetery to identify occupied gravesites and open plots.
- Create a memorial tree program to plant trees to replace aging trees and to plant trees in areas to give shade.

- 5C. City Manager's Report  
**Nothing to report.**

**WORK SESSION/BRIEFINGS**

- 6A. Discuss The Small Business Revolution – Main Street Series, it's potential impact on Bastrop and our small businesses on Main Street, what the City needs to do to earn a spot in the Top 5 which will be announced the week of February 12th, and the preliminary game plan for voting as a Top 5 contender.  
**Presentation was made by City Manager, Lynda Humble.**

**STAFF AND BOARD REPORTS**

- 7A. Receive report from Bastrop Economic Development Corporation.

**Report was given by Bastrop Economic Development Corporation Director, Shawn Kirkpatrick.**

- 7B. Receive monthly report from Visit Bastrop.  
**Report was given by Visit Bastrop President and CEO, Dale Lockett.**
- 7C. Receive presentation on the unaudited Comprehensive Monthly Financial Report for the period ending December 31, 2017.  
**Presentation was made by Chief Financial Officer, Tracy Waldron.**
- 7D. Receive presentation on the Quarterly Investment Report for the period ending December 31, 2017.  
**Presentation was made by Chief Financial Officer, Tracy Waldron.**

### **CITIZEN COMMENTS**

**Debbie Moore** – There will be filming of a TV commercial in Bastrop on January 25, 2018, at Fisherman's Park from 7:00 a.m. to 11:00 a.m.

### **CONSENT AGENDA**

**A motion was made by Council Member Ennis to approve Items 9A and 9B listed on the Consent Agenda after being read into the record by City Secretary, Ann Franklin. Seconded by Council Member Peterson, motion was approved on a 5-0 vote.**

- 9A. Consider action to approve City Council minutes from the January 9, 2018, meeting.
- 9B. Consider action to approve the second reading of Ordinance No. 2018-01 amending the budget for the Fiscal Year 2018 in accordance with existing statutory requirements; appropriating the various amounts herein; repealing all prior ordinances and actions in conflict herewith; and providing for an effective date.

### **ITEMS FOR INDIVIDUAL CONSIDERATION**

- 10A. Consider action to approve Resolution No. R-2018-03 of the City Council of the City of Bastrop, Texas, calling for and establishing the procedures for a May 5, 2018 General Election for Bastrop, Texas; and providing an effective date.  
**Presentation was made by City Secretary, Ann Franklin.**
- A motion was made by Council Member Nelson to approve Resolution No. R-2018-03, seconded by Council Member Peterson, motion was approved on a 5-0 vote.**
- 10B. Consider action to approve Resolution No. R-2018-06 of the City Council of the City of Bastrop, Texas, approving a Joint Agreement between the City of Bastrop and Bastrop Independent School District for the May 5, 2018 General Election for Bastrop, Texas, attached as Exhibit A; authorizing the Mayor to execute all necessary documents; and providing an effective date.  
**Presentation was made by City Secretary, Ann Franklin.**

**A motion was made by Council Member Ennis to approve Resolution No. R-2018-06, seconded by Council Member Jones, motion was approved on a 5-0 vote.**

- 10C. Consider action to approve Resolution No. R-2018-07 of the City Council of the City of Bastrop, Texas, approving a contract for election services between the Elections Administrator of Bastrop County and the City of Bastrop for the May 5, 2018 General Election for Bastrop, Texas, attached as Exhibit A; authorizing the Mayor to execute all necessary documents; and providing an effective date.

**Presentation was made by City Secretary, Ann Franklin.**

**A motion was made by Council Member Nelson to approve Resolution No. R-2018-07, seconded by Council Member Jones, motion was approved on a 5-0 vote.**

- 10D. Consider action to approve Resolution No. R-2018-02 of the City Council of the City of Bastrop, Texas, confirming the appointment by the Mayor to the Hunter's Crossing Local Government Corporation, as required in Section 3.08 of the City's Charter, as outlined in Exhibit A; and establishing an effective date.

**A motion was made by Mayor Pro Tem Schiff to approve Resolution No. R-2018-02, seconded by Council Member Peterson, motion was approved on a 5-0 vote.**

**The Resolution appointed:**

**Stephanie White to complete the term of Place 4 on the Hunter's Crossing Local Government Corporation, term ending 2018.**

- 10E. Consider action to approve Resolution No. R-2018-04 of the City Council of the City of Bastrop, Texas, giving the Bastrop Police Department permission to apply for a grant from the 2018 State Homeland Security Grant Program; and establishing an effective date.

**Presentation was made by Public Safety Director/Chief of Police Steve Adcock.**

**A motion was made by Mayor Pro Tem Schiff to approve Resolution No. R-2018-04, seconded by Council Member Jones, motion was approved on a 5-0 vote.**

- 10F. Consider action to approve Resolution No. R-2018-05 of the City Council of the City of Bastrop, Texas, giving the Bastrop Fire Department permission to apply for a grant from the 2018 State Homeland Security Grant Program; and establishing an effective date.

**Presentation was made by Public Safety Director/Chief of Police Steve Adcock.**

**A motion was made by Mayor Pro Tem Schiff to approve Resolution No. R-2018-05, seconded by Council Member Jones, motion was approved on a 5-0 vote.**

## **EXECUTIVE SESSION**

**The City Council met at 8:52 p.m. in a closed/executive session pursuant to the Texas Government Code, Chapter 551, et seq, to discuss the following:**

11A. City Council shall convene into closed executive session pursuant to Section 551.071 of the Texas Government Code to discuss and deliberate litigation matters with the City Attorney regarding Pine Forest 6, et al vs. City of Bastrop, et al.

**The Bastrop City Council reconvened at 10:09 p.m. into open (public) session.**

**TAKE ANY NECESSARY OR APPROPRIATE ACTION ON MATTERS POSTED FOR CONSIDERATION IN CLOSED/EXECUTIVE SESSION**

No Action was taken.

**ADJOURNMENT**

**Adjourned at 10:10 p.m. without objection.**

APPROVED:

ATTEST:

\_\_\_\_\_  
Mayor Connie B. Schroeder

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

DRAFT



# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 9A

**TITLE:**

Hold public hearing and consider action to approve the first reading of Ordinance No. 2018-02 of the City Council of the City of Bastrop, Texas, Granting a Conditional Use Permit to allow a Mini-Warehouse use for Lot 1 of the Beck, N.H.P., & Prokop Subdivision, Section 2, located at 510 West SH 71, within the city limits of Bastrop, Texas; as shown in “Exhibit A”; setting out conditions; repealing conflicting provisions; providing a severability clause; and establishing an effective date and move to include on the February 27, 2018, agenda for a second reading.

**STAFF REPRESENTATIVE:**

Jennifer C. Bills, AICP, Assistant Planning Director

**ITEM DETAILS:**

- Site Address: 510 West SH 71
- Total Acreage: 2.671 acres
- Legal Description: Beck, NHP, & Prokop Subdivision, Section 2, Lot 1 (Attachment 5)
- Property Owner: TXT Holdings – Bastrop, LTD.
- Agent Contact: Christine Methvin/CBD, Inc.
- Existing Use: Vacant/Undeveloped
- Existing Zoning: Commercial-2 (C-2)
- Future Land Use: General Commercial

**BACKGROUND/HISTORY:**

The applicant would like to construct a new mini-storage building on the currently undeveloped lot. The development would consist of a two-story, 97,200 square foot building, with 14 parking spaces and onsite detention pond. There is also an existing billboard on the site that will remain.



Site Layout  
Attachment 2

The building will include exterior bay doors for the storage units and have an architectural tower element for visual interest. The exterior building material will be 100 percent masonry on the front and 50 percent on the sides and rear (excluding doors and windows).



*Conceptual Building Rendering  
Attachment 3*

**PUBLIC COMMENTS:**

Notifications were mailed to seven adjacent property owners on January 4, 2018. At the time of this report, two responses were received, one with no objection and one opposed to the CUP (Attachment 4).

**POLICY EXPLANATION:**

The purpose of conditional uses is to allow certain uses in districts that under most circumstances would not be compatible with other permitted uses, but may be compatible if certain conditions and development restrictions are met. A Conditional Use Permit (CUP) is adopted by ordinance, similar to a standard zoning request, with public hearings at the Planning & Zoning Commission and City Council meetings, as well as two ordinance readings at separate City Council meetings.

Compliance with 2036 Comprehensive Plan:

Future Land Use Plan – General Commercial: The General Commercial character area supports local and regional businesses that rely on heavy traffic volumes and the visibility that is associated with being located near major roadways. General Commercial developments typically involve varying development intensities, from smaller locally

owned shops to big box retailers. These areas are predominantly auto-oriented, with large accessory parking areas.

*This Conditional Use Permit does not strictly comply with the Future Land Use Plan. Mini-warehouse uses generally generate low traffic volumes and do not require high levels of visibility that one would normally associate with properties with State Highway 71 frontage. While the use can be appropriate in the General Commercial area, locations off major thoroughfares may be better suited to this use.*

*The proposed use is generally compatible with the land use and base zoning district; however, a mini-warehouse use may not be the best use of this property from an economic and retail perspective.*

#### Code of Ordinances Chapter 14 – Zoning

Per Section 33.2 Conditional Use Permit Regulations, the Planning & Zoning Commission and City Council may consider the following for approval of a requested CUP:

1. The use is harmonious and compatible with surrounding existing uses or proposed uses;

*The surrounding uses are a mix of small-scale retail service, medical office, and restaurant uses. Other adjacent tracts to the south are currently undeveloped, and future uses will be commercial. A mini-warehouse use is compatible with these uses.*

2. The activities requested by the applicant are normally associated with the permitted uses in the base district;

*The activities associated with a self-storage facility include occasional car and truck traffic, and the storage of personal items on site. These are normally associated within the permitted Commercial 2 (C-2) district.*

3. The nature of the use is reasonable;

*The mini-warehouse use of approximately 97,200 square feet is reasonable for this commercial area.*

4. Any negative impact on the surrounding area has been mitigated;

*There are no anticipated negative impacts from this use on the surrounding area.*

5. That any additional conditions specified ensure that the intent of the district purposes are being upheld.

*No additional conditions are recommended by staff.*

### Standard Conditional Use Permit Conditions

The conditions below are standard CUP requirements included in the Ordinance. The Planning & Zoning Commission and City Council can consider additional conditions to mitigate negative impacts or conflicts with the surrounding uses.

1. Construction shall be in conformance with all City of Bastrop regulations.
2. All necessary permits for the proposed development shall be acquired prior to occupying the building.
3. A Building Permit shall be applied for and secured within one year from the date the Conditional Use Permit is granted (second reading of the ordinance).
4. No building, premise, or land used under a Conditional Use Permit may be enlarged, modified, structurally altered, or otherwise significantly changed unless an amended Conditional Use Permit is granted for such enlargement, modification, structural alteration, or change.

**FUNDING SOURCE:** N/A

### **PLANNING & ZONING COMMISSION REPORT:**

The P&Z held a public hearing on January 25, 2018 and recommended approval of the CUP to allow a Mini-Warehouse use by a vote of 8-0.

The Commission had a couple questions and comments regarding the appearance and height of the structure.

- What is the overall stories/height of the structure?  
The applicant clarified that there will be a partial second story and that there will be a tower element over the front office section to add visual appeal. The maximum height for the C-2 district is 35 feet.
- Does the conceptual rendering provided depict the actual appearance of the building?  
The applicant stated that the building will meet all exterior building material requirements of 100% masonry on the front and 50% on the side facades. The applicant cited recent projects in Round Rock and Westlake in which they worked within the requirements of the city to match the local architectural styles.
- Commission members requested that the finished project look better than the conceptual design.
- Will the driveway access be able to accommodate trucks that will utilize the storage?  
There is an existing driveway access that will be redesigned during the site plan review with necessary criteria to accommodate truck traffic.

**LEGAL ANALYSIS:**

If the City Council is not prepared to approve the CUP at this time, a motion can be made to refer the item back to the Planning & Zoning Commission for further deliberation to address possible Council concerns.

A denial of the CUP needs to be based on the criteria of the Code items included above and the Comprehensive Plan.

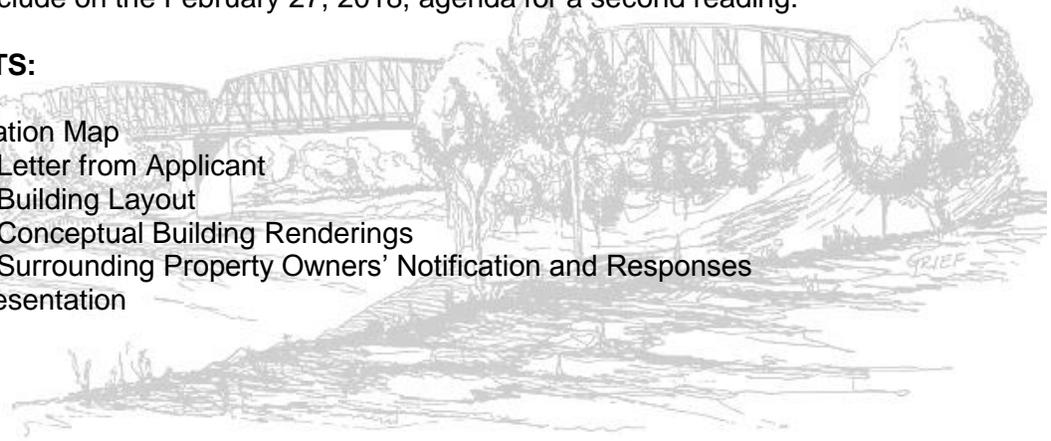
All conditions attached to the CUP should be designed to mitigate the adverse effects of the project on the area. The City can look at issues such as exterior design, lighting, landscaping, etc., to evaluate how the building fits into the space.

**RECOMMENDATION:**

Hold public hearing and consider action to approve the first reading of Ordinance No. 2018-02 of the City Council of the City of Bastrop, Texas, Granting a Conditional Use Permit to allow a Mini-Warehouse use for Lot 1 of the Beck, N.H.P., & Prokop Subdivision, Section 2, located at 510 West SH 71, within the city limits of Bastrop, Texas; as shown in "Exhibit A"; setting out conditions; repealing conflicting provisions; providing a severability clause; and establishing an effective date and move to include on the February 27, 2018, agenda for a second reading.

**ATTACHMENTS:**

- Ordinance
- Exhibit A: Location Map
- Attachment 1: Letter from Applicant
- Attachment 2: Building Layout
- Attachment 3: Conceptual Building Renderings
- Attachment 4: Surrounding Property Owners' Notification and Responses
- PowerPoint Presentation



**ORDINANCE 2018-02**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS GRANTING A CONDITIONAL USE PERMIT TO ALLOW A MINI-WAREHOUSE USE FOR LOT 1 OF THE BECK, N.H.P., & PROKOP SUBDIVISION, SECTION 2, LOCATED AT 510 WEST SH 71, WITHIN THE CITY LIMITS OF BASTROP, TEXAS; AS SHOWN IN “EXHIBIT A”, SETTING OUT CONDITIONS; REPEALING CONFLICTING PROVISIONS; PROVIDING A SEVERABILITY CLAUSE, AND ESTABLISHING AN EFFECTIVE DATE.**

**WHEREAS**, TXT Holdings – Bastrop LTD (hereinafter referred to as “Applicant”) submitted a request on behalf of the property owner for a Conditional Use Permit (CUP) to allow a Mini-Warehouse use for commercial mini-storage facility for Lot 1 of the Beck, N.H.P., & Prokop Subdivision, Section 2, within the city limits of Bastrop, Texas, hereinafter referred to as “the Property”; and

**WHEREAS**, a location map is attached hereto as Exhibit “A” (the “Property”); and

**WHEREAS**, the Property is currently zoned as C-2, Commercial - 2; and

**WHEREAS**, pursuant to Section 10.4 of the City’s Zoning Ordinance, notice of a public hearing for the Conditional Use Permit given to all property owners located within two hundred (200) feet of the Property; and

**WHEREAS**, the Planning and Zoning Commission, held a public hearing on the Conditional Use Permit on January 25, 2018 and made a report and recommendation of approval of the CUP to City Council; and

**WHEREAS**, the City Council of the City of Bastrop held a public hearing on the Conditional Use Permit on February 13, 2018 to consider the Applicant’s request for a mini-warehouse use; and

**WHEREAS**, after consideration of public input received at the hearing, the information provided by the Applicant, and all other information presented, City Council finds by a majority vote of all members that it is in the public interest to approve the Conditional Use Permit.

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

**Section 1:** The Property, situated in Lot 1 of the Beck, N.H.P., & Prokop Subdivision, Section 2, located at 510 SH 71 West within the city limits of Bastrop,

Texas as more particularly shown and described on attachments Exhibit "A", shall be and is hereby approved with the following conditions to:

1. Construction shall be in conformance with all City of Bastrop regulations.
2. All necessary permits for the proposed development shall be acquired prior to occupying the building.
3. A Building Permit shall be applied for and secured within one year from the date the Conditional Use Permit is granted (second reading of the ordinance).
4. No building, premise, or land used under a Conditional Use Permit may be enlarged, modified, structurally altered, or otherwise significantly changed unless an amended Conditional Use Permit is granted for such enlargement, modification, structural alteration, or change.

**Section 2:** All ordinances and resolutions, or parts of ordinance and resolutions in conflict with the Ordinance are hereby repealed and are no longer of any force and effect.

**Section 3:** If any provision of this ordinance or application thereof to any person or circumstance shall be held invalid, such invalidity shall not affect the other provisions, or application thereof, of this ordinance, which can be given effect without the invalid provision or application, and to this end, the provisions of this ordinance are hereby declared to be severable.

**Section 4:** This ordinance shall take effect upon the date of final passage noted below, or when all applicable publication requirements, if any, are satisfied in accordance with the City's Charter, Code of Ordinances, and the laws of the State of Texas.

READ and ACKNOWLEDGED on First Reading on the 13<sup>th</sup> day of February 2018.

READ and APPROVED on the Second Reading on the 27<sup>th</sup> day of February 2018.

**APPROVED:**

\_\_\_\_\_  
Connie B. Schroeder, Mayor

**ATTEST:**

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

**APPROVED AS TO FORM:**

---

Alan Bojorquez, City Attorney



1 inch = 200 feet

Exhibit A  
Location Map  
Conditional Use Permit  
510 W SH 71



The accuracy and precision of this cartographic data is limited and should be used for information /planning purposes only. This data does not replace surveys conducted by registered Texas land surveyors nor does it constitute an "official" verification of zoning, land use classification, or other classification set forth in local, state, or federal regulatory processes. The City of Bastrop, nor any of its employees, do not make any warranty of merchantability and fitness for particular purpose, or assumes any legal liability or responsibility for the accuracy, completeness or usefulness of any such information, nor does it represent that its use would not infringe upon privately owned rights.

Date: 1/18/2018



**Carlson, Brigance & Doering, Inc.**  
Civil Engineering ❖ Surveying

Wesley Brandon, P.E.

**Director, Engineering and Development Department**

**City of Bastrop**

1311 Chestnut Street

Bastrop, Texas 78602

Date: 12/04/2017

CBD Project Number: 4960

**RE: Project Description Letter – Conditional Use Permit, Bastrop Self Storage  
510 W. SH 71, Bastrop, TX, 78602**

Dear Mr. Brandon,

Please find attached a Conditional Use Permit application package for a Self-Storage site proposed at 510 W. SH 71 within the Bastrop City limits. The current lot of record is zoned C-2, Commercial District (Heavy), which allows for Self-Storage (mini-warehouse) use with a Conditional Use Permit per Bastrop Code of Ordinance, Chapter 14 Zoning, Section 36.10.

The proposed project contemplates construction of a two-story Self Storage facility constructed on an existing lot of record along the eastbound SH 71 Frontage Road. The cleared, vacant tract, improved with a Billboard and concrete driveway turnout, was previously utilized as a Self Storage Facility with the old improvements removed in early 2010. The proposed development consists of a two story 48,600 sf building (97,200 total building area), 14 parking spaces, associated sidewalks and driveways, and an appropriately sized detention pond. The site will have less than 65% impervious cover and will include a detention pond sized per code. Included within the application are conceptual building renderings. The submitted renderings are illustrative only and intend to indicate general design intent. The proposed building will comply with Exterior Construction requirements including 100% masonry (excluding doors, windows, glazing, siding per code) for the SH 71 frontage and 50% masonry (excluding doors, windows, glazing, siding and front elevation per code) for the remaining building facades. The building is currently contemplated to have an architectural tower element over the office area to assist in articulation and for visual interest. The tower element will be within the maximum 35' height established by code.

The request for Conditional Use Permit for this site is made as the proposed site use is harmonious and compatible with the adjoining uses, is consistent with past and current proposed land uses, reflects a reasonable use of the property with impacts reasonably mitigated, and will provide a service that is needed. Without the approval of the CUP the proposed project cannot occur.

Attached is a completed application with associated documents. If additional information is required, please contact me at (512) 280-5160.

Sincerely,

**Carlson, Brigance & Doering, Inc.**

**Brendan P. McEntee, P.E.**

Senior Project Manager

# Attachment 2



**SITE CALCULATIONS**  
4960-BASTROP 365 STORAGE

	Proposed	AllowReq	Notes
Total Site Area:	116,457 sf	or	2,671 AC
Site Area (sf)	116,457	N/A	
Site Area (AC)	2,671	N/A	
Septic Field Area (sf)	0	N/A	
Net Site Area (AC)	2,671	N/A	
Impervious Cover (AC)	1,733	1.74	
Total Impervious Cover (%)	64.6%	65%	
Building Foundation Area (sf)	48,600	58,174	
Building Coverage (%)	41.7%	50%	

**Impervious Cover Summary**

	Existing IC Area (sf)	Proposed IC Area (sf)
Buildings/Porches	-	48,600
Bligs	-	26894
Paving	0	0
- Drives & Parking	0	0
- Walks & Porches	0	0
Total Impervious cover	0	75,494
Remaining Impervious Cover	0	133

**Parking Summary**

Type Parking	Proposed	Required	Notes
Totals			
- Total	14	14	See below
- Total (Standard-Covered)	0	0	
- Total (Standard-Uncovered)	12	13	
- Total (Accessible-Covered)	0	0	
- Total (Accessible-Uncovered)	2	1	
- Total (Compact)	0	0	
- Percent compact	0%		

Four (4) spaces per establishment plus one (1) additional space per ten thousand (10,000) square feet of storage area.

DESIGNED BY	DATE	DELETED BY	DATE
BSM		BSM	
		CW	

Carlson, Brignace & Doering, Inc.  
 17811 D. H. H. HWY.  
 SUITE 100  
 DALLAS, TEXAS 75244  
 P: 972.238.5100  
 F: 972.238.5105  
 www.carlsonbrignacedoering.com

SHEET NAME:	SITE PLAN
JOHN NAME:	
PROJECT:	EXHIBIT
DATE:	NOV, 2017
JOB NUMBER:	4960
SHEET:	1 OF 1
SHEET NO.:	1

P:\1717\4960-BASTROP\DWG\4960-BASTROP-365-STORAGE-PLAN-2017-11-15.dwg





Attachment 4



Notice of Pending Conditional Use Permit Approval  
City of Bastrop  
Planning & Zoning Commission  
And City Council

Dear Property Owner:

The **Planning & Zoning Commission** will conduct a public hearing on **January 25, 2018 at 6:00 p.m.** and the **City Council** will conduct a public hearing **Tuesday, February 13, 2018 at 6:30 p.m.** in the **City Hall Council Chambers located at 1311 Chestnut Street, Bastrop, Texas** on the request for an ordinance to approve a Conditional Use Permit to allow a mini storage facility at 510 HWY 71 W, on Lot 1 of the Beck, N.H.P., & Prokop Subdivision, Section 2, an area zoned Commercial-2 (C-2), within the city limits of Bastrop.

Applicant: TXT Holdings – Bastrop, LTD.  
Address: 510 Highway 71 West  
Legal Description: Beck, N.H.P., & Prokop Subdivision Section 2, Lot 1 (2.671 acres)

**The site location map and a letter from the property owner is attached for reference.**

As a property owner within 200 feet of the above referenced property, you are being notified of the upcoming meetings per the Bastrop Code of Ordinances CUP Regulations. For more information on this project, you can contact the Planning & Development offices at (512) 332-8840, [plan@cityofbastrop.org](mailto:plan@cityofbastrop.org), or visit the office at 1311 Chestnut Street, Bastrop, Texas.

For additional information, please visit or call the Planning & Development offices.

X

**PROPERTY OWNER'S RESPONSE**

As a property owner within 200': (please check one)

- I am in favor of the request.
- I am opposed to the request.
- I have no objection to the request.

Property Owner Name: Bastrop Hotel LLC + Bhanu Corporation  
 Property Address: 505 Agnes, Bastrop, TX  
 Phone (optional): \_\_\_\_\_  
 Mailing Address: 3048 N. Grand Blvd., Oklahoma City, Ok, 73107  
 Email (optional): \_\_\_\_\_  
 Property Owner's Signature: [Signature]

Comments: (Optional)

Please provide reply to the address below, via fax (512) 332-8829, or email: [plan@cityofbastrop.org](mailto:plan@cityofbastrop.org)

Notice of Pending Conditional Use Permit Approval  
City of Bastrop  
Planning & Zoning Commission  
And City Council



Dear Property Owner:

The **Planning & Zoning Commission** will conduct a public hearing on **January 25, 2018 at 6:00 p.m.** and the **City Council** will conduct a public hearing **Tuesday, February 13, 2018 at 6:30 p.m.** in the **City Hall Council Chambers located at 1311 Chestnut Street, Bastrop, Texas** on the request for an ordinance to approve a Conditional Use Permit to allow a mini storage facility at 510 HWY 71 W, on Lot 1 of the Beck, N.H.P., & Prokop Subdivision, Section 2, an area zoned Commercial-2 (C-2), within the city limits of Bastrop.

Applicant: TXT Holdings – Bastrop, LTD.

Address: 510 Highway 71 West

Legal Description: Beck, N.H.P., & Prokop Subdivision Section 2, Lot 1 (2.671 acres)

**The site location map and a letter from the property owner is attached for reference.**

As a property owner within 200 feet of the above referenced property, you are being notified of the upcoming meetings per the Bastrop Code of Ordinances CUP Regulations. For more information on this project, you can contact the Planning & Development offices at (512) 332-8840, [plan@cityofbastrop.org](mailto:plan@cityofbastrop.org), or visit the office at 1311 Chestnut Street, Bastrop, Texas.

For additional information, please visit or call the Planning & Development offices.

X

-----  
**PROPERTY OWNER'S RESPONSE**

As a property owner within 200': (please check one)

- I am in favor of the request.
- I am opposed to the request.
- I have no objection to the request.

Property Owner Name: WH Bastrop ER, LP / Grant Gafford

Property Address: 512 W 54 71

Phone (optional): (806) 790-1692

Mailing Address: 6502 Slide Rd., Ste 202, Lubbock, TX. 79424

Email (optional): grant@wheelhouse-texas.com

Property Owner's Signature: [Signature]

Comments: (Optional)

As the next door neighbor, we would like to see  
further retail development in line with surrounding properties

Please provide reply to the address below, via fax (512) 332-8829, or email: [plan@cityofbastrop.org](mailto:plan@cityofbastrop.org)

# Conditional Use Permit Mini-Warehouse Use



# Applicant's Request

- A two-story, 97,200 sf mini-storage facility.



# Site Layout



- 48,800 building footprint
- 14 parking space
- Existing billboard to remain

# Site Location



Address:

- 510 West SH 71

Legal:

- Beck, N.H.P., & Prokop  
Subdivision, Section 2,  
Lot 1

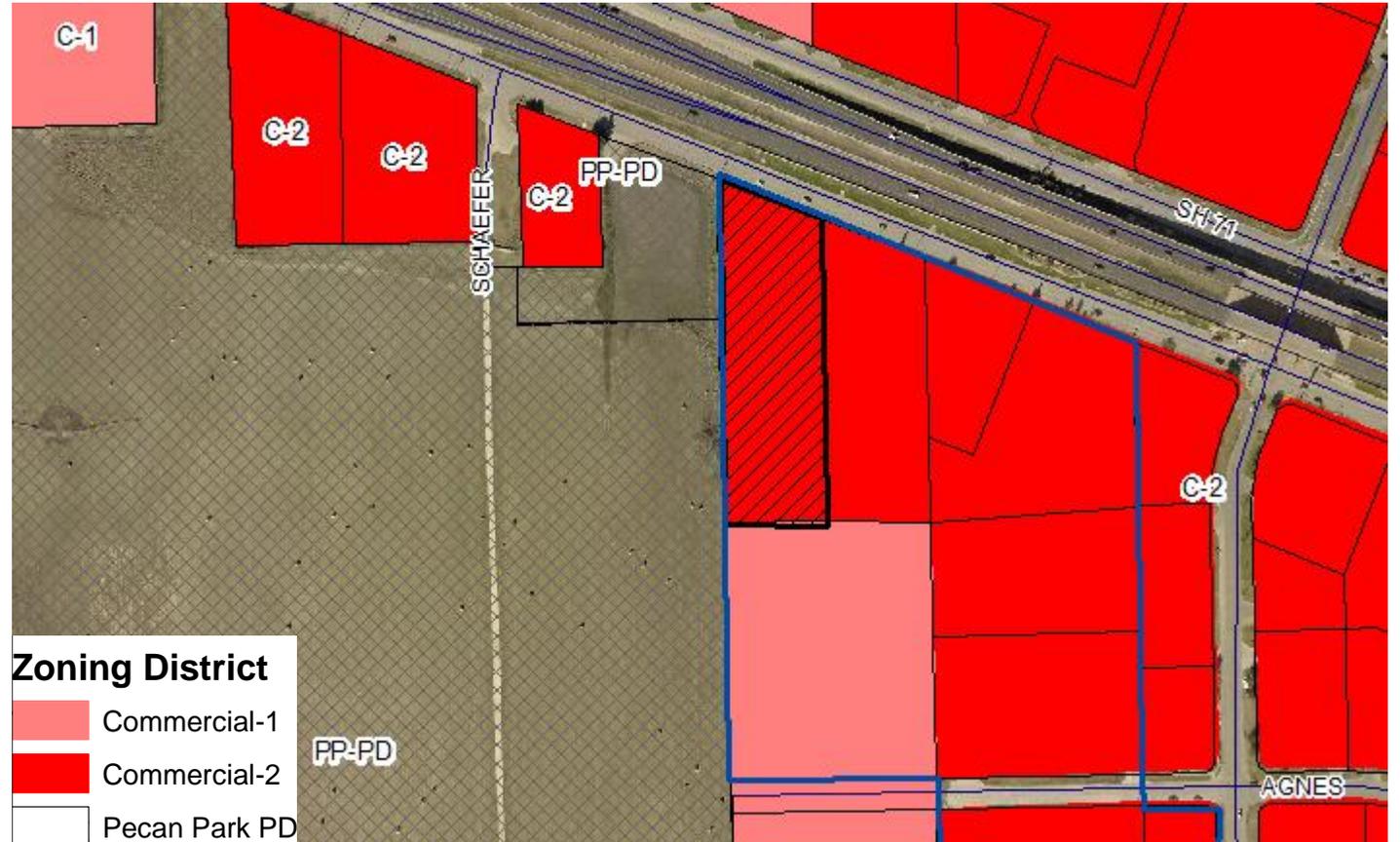
Size:

- 2.671 acres



# Future Land Use and Zoning

- Future Land Use
  - General Commercial
- Zoning
  - C-2, Commercial - 2



# Public Comment

Seven notifications mailed to surrounding properties.

- One no objection.
- One opposed.



# Conditional Use Permit Requirements

1. The use is harmonious and compatible with surrounding existing uses or proposed uses;
2. The activities requested by the applicant are normally associated with the permitted uses in the base district;
3. The nature of the use is reasonable;
4. Any negative impact on the surrounding area has been mitigated;
5. That any additional conditions specified ensure that the intent of the district purposes are being upheld.



# Staff Analysis

- Use meets all of the CUP Requirements.
- Generally complies with the Future Land Use Plan.
  - General Commercial recommends uses with heavy traffic volumes and the need for high visibility.
- Use is compatible with Commercial – 2 base zoning.
- May not be the best use from an economic and retail perspective.
- City Council can add conditions that would mitigate a negative impact of the mini-storage use to insure the intent of the base district is being upheld.



# Standard Conditions

1. Construction shall be in conformance with all City of Bastrop regulations.
  2. All necessary permits for the proposed development shall be acquired prior to occupying the building.
  3. A Building Permit shall be applied for and secured within one year from the date the Conditional Use Permit is granted (second reading of the ordinance).
  4. No building, premise, or land used under a Conditional Use Permit may be enlarged, modified, structurally altered, or otherwise significantly changed unless an amended Conditional Use Permit is granted for such enlargement, modification, structural alteration, or change.
- **No additional conditions are proposed by staff.**



# Planning & Zoning Commission Recommendation

- P&Z held a public hearing on January 25, 2018 and voted 8-0 to recommend approval of the Conditional Use Permit.
- Comments and concerns:
  - Appearance – will meet all exterior building and site plan requirements.
  - Driveway access – existing driveway, will be redesigned during site plan review.



# Council Action

- A denial of the CUP needs to be based on Code requirements.
- Council can motion to send the item back to P&Z for further deliberation to address concerns.
- Additional conditions to mitigate any adverse effects can be added.
  - Exterior design, lighting, landscaping, etc.



Questions?





# STAFF REPORT

**MEETING DATE:** February, 13, 2018

**AGENDA ITEM:** 9B

**TITLE:**

Consider action to approve Resolution No. R-2018-09 of the City Council of the City of Bastrop, Texas approving the Bylaws of the Youth Advisory Council; as attached in Exhibit A; providing for a repealing clause; and establishing an effective date.

**STAFF REPRESENTATIVE:**

Trey Job, Managing Director of Public Works & Leisure Services

**BACKGROUND/HISTORY:**

Mrs. Megan Brandon, a 9<sup>th</sup> Grade Social Studies Research Methods Teacher at Colorado River Collegiate Academy, has four (4) classes working with a program called Generation Citizens. St. Edwards and University of Texas college students serve as democracy coaches. Generation Citizens is an action-civics curriculum where students select a community issue, research it, and come up with a potential solution. These students are some of the first in the state and central U.S. to take part in this program. To date, this program has only been available in Boston, New York, San Francisco, and Connecticut.

Mrs. Brandon's third period class identified few opportunities for youth activities and leadership in Bastrop. Their identified solution to help solve this issue is a Youth Advisory Council, which they presented to Council for consideration on May 9, 2017. City Council was supportive of this concept.

**POLICY EXPLANATION:**

An Ordinance establishing the YAC was approved by the Council on January 9, 2018. This 12-member board will serve as a conduit to the youth of the Bastrop community. City Council is being asked to approve bylaws for the YAC, which Mrs. Brandon's class has been working diligently to create. These bylaws will establish the terms of membership, residency requirements, terms, attendance, officers, and number of members. The Bylaws also determine the terms of office, and what constitutes a quorum. The officers' duties are also explained in detail.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

Consider action to approve Resolution R-2018-09 of the City Council of the City of Bastrop, Texas approving the Bylaws of the Youth Advisory Council; as attached in Exhibit A; providing for a repealing clause; and establishing an effective date.

**ATTACHMENTS:**

- Resolution
- Bastrop Youth Advisory Council Bylaws
- Application

**RESOLUTION NO. R-2018-09**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS APPROVING THE BYLAWS OF THE YOUTH ADVISORY COUNCIL; AS ATTACHED IN EXHIBIT A; PROVIDING FOR A REPEALING CLAUSE; AND ESTABLISHING AN EFFECTIVE DATE.**

**WHEREAS**, The City Council has appointed the City Manager as the Chief Administrative Officer of the City; and

**WHEREAS**, The City Manager is responsible for the proper administration of all affairs of the City; and

**WHEREAS**, The City of Bastrop has an interest in supporting opportunities for youth activities and leadership in Bastrop and Bastrop County; and

**WHEREAS**, The City of Bastrop has recognized the need to promote an action-civics curriculum where students select a community issue, research it, and come up with a potential solution; and

**WHEREAS**, the City Council finds that a very significant public interest is served by development and support of the Youth Advisory Council, which was created January 9, 2018; and

**WHEREAS**, the purpose of the Youth Advisory Council is to provide Bastrop youth with an active role in addressing community issues, serve as a voice for youth in all aspects of the community, and learn about local government; and

**WHEREAS**, more specifically, the Youth Advisory Council will promote interest, receive input from the youth of the Bastrop Community to develop, promote, and sustain programs and activities for the youth of the City of Bastrop and the surrounding communities within the Bastrop Independent School District; and

**WHEREAS**, the Youth Advisory Council shall study, investigate, and research what other communities are doing to have the young adults become an integral part in the development of the community; and

**WHEREAS**, the Youth Advisory Council will strive within their capabilities to further the development of our community.

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

**Section 1:** That the City Council hereby authorizes approval of the Bylaws of the Youth Advisory Council, as attached in Exhibit A.

**Section 2:** All orders, ordinances, and resolutions, or parts thereof, which are in conflict or inconsistent with any provision of this Resolution are hereby repealed to the extent of such conflict, and the provisions of this Resolution shall be and remain controlling as to the matters resolved herein.

**Section 3:** That this Resolution shall take effect immediately upon its passage, and it is so resolved.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Bastrop this 13<sup>th</sup> day of February, 2018.

**APPROVED:**

\_\_\_\_\_  
Connie B. Schroeder, Mayor

**ATTEST:**

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

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Alan Bojorquez, City Attorney

# BASTROP YOUTH ADVISORY COUNCIL

## Bylaws

### ARTICLE I

#### Name

Section 1. Name of Council. The name of this council shall be the Bastrop Youth Advisory Council, hereinafter can be referred to as the "YAC."

### ARTICLE II

#### Purpose

Section 1. Mission Statement. The objective of the YAC is to provide Bastrop youth with an active role in addressing community issues, serve as a voice for youth in all aspects of the community, and learn about local government.

More specifically the purposes will be:

- A. To promote interest and receive input from the youth in the community to develop, promote, and sustain programs/activities for the youth.
- B. To study, investigate, and research what other communities are doing to have the young adults become an integral part in the development of the community.
- C. To further the development of our community in any way possible within the capabilities of the YAC.

### ARTICLE III

#### Membership

Section 1. Applicants Location. All members must reside within the Bastrop Independent School District (BISD) boundaries. Members must be between the grades of 9th to 12th, between the ages of 13 to 19 years old, and maintain a 3.0 GPA or higher.

Section 2. Induction. Appointment of YAC members. Members of the YAC shall be appointed in accordance with the City Charter. In March of each year, YAC applications will be distributed to BISD high schools and will be available at City Hall, the Public Library, and on the city's website. Applications will be due by the second week of April. City and school officials will convene to review applications, forwarding recommendations to the City Council/Mayor for approval. Induction ceremonies will happen at a May city council meeting. Each YAC member can only serve for a maximum of two (2) years.

Section 3. Attending. Each member must attend at least eighty (80) percent of the meetings, or face an involuntary termination of their membership.

## **ARTICLE IV**

### **Members**

Section 1. Number and Description. This body shall consist of twelve (12) members selected as follows:

A. Twelve (12) voting members will be appointed by the Mayor.

Section 2. Terms of Office. The YAC member shall serve a one (1) year term with an option of reapplying for a second-year term.

Section 3. Meetings. The YAC shall hold monthly meetings year-round. Special meetings may be called as needed. A quorum of nine (9) members must be present to hold a meeting excluding a special meeting. Of this quorum, at least three (3) officers must be present.

## **ARTICLE V**

### **Duties**

Section 1. Officers. The officers of the YAC shall be the President, Vice-President, Secretary, Historian, and Parliamentarian.

Section 2. Election. Officers shall be elected by majority vote of the YAC. Elections shall be held in June of each year.

Section 3. Terms of Office. Officers shall serve a one (1) calendar year term. An officer may relinquish himself/herself from their position with a one (1) month notice. A special election will be called by the president in that circumstance.

Section 4. President. Shall serve as the Chief Executive Officer of the YAC; shall act as spokesperson for the YAC; shall preside at all YAC meetings; and shall perform such other duties as necessary to fulfill the objectives of the YAC.

Section 5. Vice-President. Shall preside in the absence of the President; and shall perform such other duties as may be delegated to him or her by the President. He or she provide financial accounting of information to the

Section 6. Secretary. Shall record and prepare the minutes of the meetings of the YAC meeting; give all meeting notices;

Section 7. Historian. Shall make records of events, newspaper articles, photos, scrapbooks, videos, etc. of the YAC that may be used for social media, or any other multimedia platforms.

Section 8. Parliamentarian. The Parliamentarian will maintain the goal and focus of each meeting. The Parliamentarian will resolve issues following "Robert's Rules of Order."

## **ARTICLE VI**

### **Committees**

Section 1. Committees. Members may direct the President to appoint Committees as needed to perform specific duties or to delegate certain tasks to be performed. A Committee shall include at least two YAC members and may also consist of community members.

**ARTICLE VII**  
**Amendments**

Section 1. Amendment of Bylaws. These bylaws may be amended by the affirmative vote of nine (9) YAC members at any regular meeting, provided that the changes are presented in writing at least two (2) weeks prior to their amendment and have been signed off by at least one city employee.

**ARTICLE VIII**  
**Termination of Membership**

Section 1. Involuntary. The YAC has the sole right to terminate membership of any individual that:

- Behaves or engages in actions that jeopardize the credibility and integrity of the YAC.
- The member fails to attend two (2) consecutive general meetings without prior notice.
- Member’s attendance drops below the required 80 percent of the meeting.
- An inconsistency in attendance at project/workshop meetings, or events that the council deems as putting the member's commitment to YAC in question.
- An approval from the YAC President and the Director of the Parks and Recreation Department is required for any involuntary termination.
- If a member is not meeting the expectations of the YAC, their membership may be called into question by the YAC officers. The officer shall place the review of membership on the following officer meeting agenda. The termination will require a majority vote to decide their membership status.

Through an involuntary termination, member will not be able to re-apply to the YAC.

Section 2. Voluntary.

Any member may resign by submitting a written resignation to the director of Parks and Recreation and meet in person with the the Parks and Recreation director. The member who has resigned from the YAC may be allowed to reapply for future YAC membership

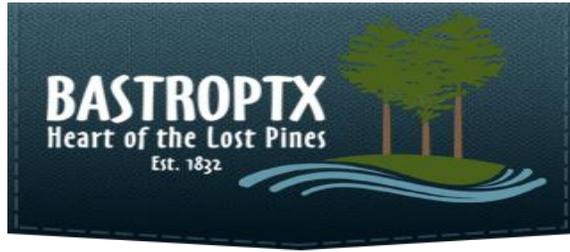
**ARTICLE IX**  
**Parliamentary Authority**

Section 1. Parliamentary Procedure. The latest edition of “Robert’s Rules of Order” shall govern any rules of parliamentary procedure not covered by these Bylaws.

Participant Signature \_\_\_\_\_ Date: \_\_\_\_\_

Parent Signature \_\_\_\_\_ Date: \_\_\_\_\_





**Application Deadline: Friday, April 13, 2018 at 5:00 p.m.**

### **Student Participation & Attendance Commitment**

Participation is essential for the Bastrop’s Youth Advisory Council (YAC) to meet its objectives. By signing, I agree to commit to attending at least 80% of meetings and various events or programs, in addition to providing input through regular electronic communications. As such, I understand that e-mail is a vital form of communication for the YAC, and I am acknowledging responsibility for regularly checking and responding to YAC related emails. I am aware of meeting dates and times of the Bastrop’s Youth Advisory Council, and I am aware of the attendance requirements.

Signature of Student Applicant: \_\_\_\_\_

Print Name of Student Signature Above: \_\_\_\_\_

Date: \_\_\_\_\_

### **Parental Acknowledgment**

I understand that my child is pursuing involvement in the City of Bastrop’s Youth Advisory Council and has my full permission and consent to participate in all related activities. I am aware that my child, if selected, must attend at least 80% of the YAC meetings and various events or programs. Accordingly, I also understand that it is vital that my son / daughter, if selected, check and respond to YAC emails in order to be aware of all YAC meetings and news.

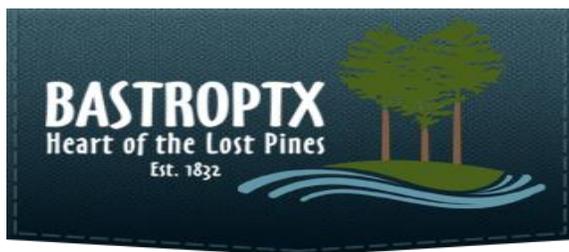
I am aware that my son / daughter must submit a completed application and ONE signed letter of recommendation from a high school teacher or character reference to the Bastrop ISD Service Center at 906 Farm Street or by email to Dr. Kristi Lee at [klee@bisdtx.org](mailto:klee@bisdtx.org) by Friday, April 13, 2018 at 5:00 pm.

Signature of Parent or Legal Guardian: \_\_\_\_\_

Print Name of Signature Above: \_\_\_\_\_

Date: \_\_\_\_\_

*By signing this application you agree to allow the use of your child’s photograph and release of the above information for promotional purposes of the program (as required by the Public Information Act)*



**Application Deadline: Friday, April 13, 2018 at 5:00 p.m.**

In consideration of participation in the City of Bastrop’s Youth Advisory Council (YAC), I agree on behalf of myself and/or my child to the following:

I acknowledge that I am the parent or legal guardian of the child named above and consent to my child’s participation in YAC. This waiver of liability, release and indemnity agreement is a contract with legal and binding consequences of my child, legal representatives, assignees and I. By signing this agreement, I am agreeing to indemnify, not to sue, and release from liability the city of Bastrop, its officers, employees, agents, volunteers, and other participants (collectively “releases”). I acknowledge that I am giving up substantial legal rights for my child and myself by signing this agreement. I have read this agreement carefully before signing, understand what it means, what I am agreeing to by signing it, and have signed it without any inducement or assurances of any kind, intending it to be a complete and unconditional release of liability. If a court finds or rules that any part of this agreement is invalid or unlawful, the remainder of the agreement continues to be binding and enforceable. The laws of the State of Texas govern this agreement and lawsuit may only be prosecuted on this agreement in a court of competent jurisdiction located in or having jurisdiction in Bastrop County, Texas.

**Release and Indemnity**

I release, discharge, indemnify, and hold harmless the releasees from, and covenant not to sue the releasees for, all liability, claims, demands, losses, damages, or costs, including attorney’s fees, caused or alleged to be caused by the sole, joint or concurrent negligence of the releasees arising out of my child’s participation in or association with YAC.

\_\_\_\_\_  
Signature of participant or parent/legal guardian

\_\_\_\_\_  
Printed name of parent/legal guardian

\_\_\_\_\_  
Printed name of participant

\_\_\_\_\_  
Date

**Medical Authorization**

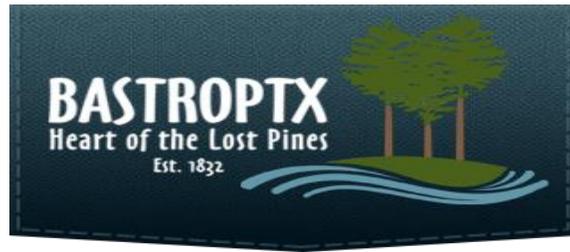
I authorize the City of Bastrop and/or any of its authorized personnel to call for medical care for my child or to transport my child to a medical facility or hospital if, in their opinion, medical attention is necessary. Further, I agree to pay all costs associated with the medical care and related transportation. I attest that am eighteen (18) years of age or older or if I am younger my parent or legal guardian has signed this agreement.

\_\_\_\_\_  
Signature of participant or parent/legal guardian

\_\_\_\_\_  
Printed name of parent/legal guardian

\_\_\_\_\_  
Printed name of participant

\_\_\_\_\_  
Date



**Application Deadline: Friday, April 13, 2018 at 5:00 p.m.**

## **Qualifications for Membership**

### **Eligibility Requirements**

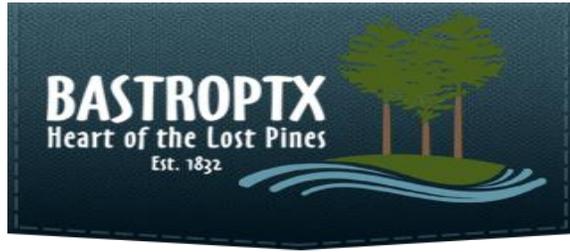
- Live within the Bastrop ISD attendance boundaries
- Be attending high school (9<sup>th</sup>-12<sup>th</sup> grade), public, private or homeschool
- Be between the ages of 13 and 19

### **Additional Application Requirements**

- Submit a completed application, including all related forms and signatures
- Submit a high school transcript for grade verification (minimum GPA of 3.0 required)
- Submit a letter of recommendation from a teacher or community member who can speak to your character

## **Application Instructions**

1. Complete the entire YAC application. Incomplete or ineligible applications are not considered.
2. Submit the completed application, letter of recommendation, and a transcript.
3. Submit this application before the above due date to the Bastrop ISD Service Center at 906 Farm Street or by email to [klee@bisdtx.org](mailto:klee@bisdtx.org).



**Application Deadline: Friday, April 13, 2018 at 5:00 p.m.**

### **Meeting Information**

Members are expected to commit and attend at least 80% of the scheduled monthly YAC meetings and participate in many of the additional service opportunities provided. Please note the meeting dates and times will be sent out via email. Each YAC member is required to inform the Staff Liaison if he or she will not be attending a meeting. Notice of each meeting will be emailed to the student at least one (1) week prior to the meeting, making it essential that students are checking and responding to all YAC emails.

### **Importance of Attendance**

Attendance at monthly YAC meetings is critical to the success of Bastrop’s Youth Advisory Council and to ensuring that each meeting has a reflective representation of the teen community in Bastrop. Because enrollment is limited, attendance becomes even more crucial. Due to the importance of attendance, members are asked to sign a commitment form acknowledging the following:

- Failure to attend and participate in less than 80% of meetings and events may result in immediate dismissal from the YAC.
- School activities are an acceptable absence excuse. Members are required to contact the Staff Liaison or District Liaison to inform them of a school activity that would prevent attendance at a YAC meeting or event. Failure to notify the Staff Liaison or District Liaison will result in an unexcused absence.
- Family emergencies are acceptable absence excuse but verification by a parent may be requested.

\_\_\_\_\_  
Signature of participant or parent/legal guardian

\_\_\_\_\_  
Printed name of parent/legal guardian

\_\_\_\_\_  
Printed name of participant

\_\_\_\_\_  
Date



# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 9C

**TITLE:**

Consider action to approve Resolution No. R-2018-10 of the City Council of the City of Bastrop, Texas, confirming the appointment by the Mayor to the Zoning Board of Adjustments, as required in Section 3.08 of the City's Charter, as outlined in Exhibit A; and establishing an effective date.

**STAFF REPRESENTATIVE:**

Lynda K. Humble, City Manager

**BACKGROUND/HISTORY:**

Section 3.08, Mayor and Mayor Pro Tem, of the City Charter states that the Mayor shall appoint members to all City boards and commissions, subject to confirmation by the City Council.

**POLICY EXPLANATION:**

- Pablo Serna is appointed as Alternate #1 on the Zoning Board of Adjustments for a term ending in 2019.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

Consider action to approve Resolution No. R-2018-10 of the City Council of the City of Bastrop, Texas, confirming the appointment by the Mayor to the Zoning Board of Adjustments, as required in Section 3.08 of the City's Charter, as outlined in Exhibit A; and establishing an effective date.

**ATTACHMENTS:**

- Resolution
- Exhibit A - PowerPoint Presentation

**RESOLUTION NO. R-2018-10**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS  
CONFIRMING APPOINTMENTS BY THE MAYOR TO THE ZONING BOARD OF  
ADJUSTMENTS, AS REQUIRED IN SECTION 3.08 OF THE CITY'S CHARTER,  
AS OUTLINED IN EXHIBIT A; AND ESTABLISHING AN EFFECTIVE DATE**

**WHEREAS**, Section 3.08, Mayor and Mayor Pro Tem, of the City Charter states that the Mayor shall appoint members to all City boards and commissions, subject to confirmation by the City Council; and

**WHEREAS**, Mayor Connie Schroeder has completed a review of applications to the City's boards and commissions and has made appointments to the Zoning Board of Adjustments as outlined in Exhibit A; and

**WHEREAS**, City Council must confirm these appointments as required by the City Charter.

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

**Section 1:** That Mayor Connie Schroeder appointed the following member to the Zoning Board of Adjustments:

**Zoning Board of Adjustments:**

Pablo Serna is appointed to fill Alternate #1 with a term set to expire in 2019.

**Section 2:** That the City Council of the City of Bastrop confirms Mayor Schroeder's appointment to the Zoning Board of Adjustments as outlined in Exhibit A.

**Section 3:** That this Resolution shall take effect immediately upon its passage, and it is so resolved.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Bastrop this 13<sup>th</sup> day of February, 2018.

**APPROVED:**

---

Connie B. Schroeder, Mayor

**ATTEST:**

---

Ann Franklin, City Secretary

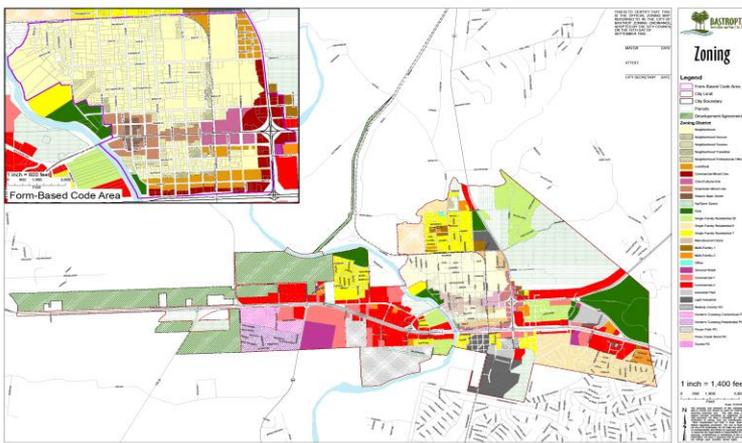
**APPROVED AS TO FORM:**

---

Alan Bojorquez, City Attorney

*Mayor Appointments  
Boards, Commissions & Task Forces  
February 13, 2018*





# Zoning Board of Adjustments

## ***Appointment:***

Alternate #1: **Pablo Serna**(Downtown) Term ends 2019

- Self Employed
- Familiar with both Form Based Code and Planning and Zoning Regulations



# *Appointment Statistics*

50 Appointments total in 2017:

66% New to serving on a Board

44% Downtown, 40% Other than Downtown, 16% ETJ/County

42% Male, 58% Female

I respectfully request City Council confirm these appointments



# *Council Liaison - Current Status*

- Mayor Schroeder – BEDC and BAIPP
  - Mayor Pro Tem Schiff - Library
  - Council Member Ennis – Main Street and Cemetery
  - Council Member Jones – Construction Standards and Planning and Zoning
  - Council Member Nelson – Hunters Crossing and Parks
  - Council Member Peterson – Historic Landmark Commission
- Boards that are inappropriate for council liaison
- Ethics
  - Zoning Board of Adjustments

Note: Housing Authority, governed by Federal Law, no jurisdiction other than Board appointment





# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 9D

**TITLE:**

Consider action to approve Resolution No. R-2018-11 of the City Council of the City of Bastrop, Texas, appointing the Mayor as the City of Bastrop's Clean Air Coalition representative as required in Article II of the Clean Air Coalition of the Capital Area Council of Governments by-laws; and establishing an effective date.

**STAFF REPRESENTATIVE:**

Lynda K. Humble, City Manager

**BACKGROUND/HISTORY:**

Article II of the Clean Air Coalition of the Capital Area Council of Governments by-laws states - Representatives to the Clean Air Coalition will include elected officials appointed by governing bodies for the general members of the Clean Air Coalition. Each general member's governing body appoints by resolution one elected official to serve on the Coalition and shall provide written notification to the CAPCOG staff liaison.

**POLICY EXPLANATION:**

- Mayor Connie Schroeder is appointed as Bastrop's representative to the Clean Air Coalition for a term ending December 31, 2019.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

Consider action to approve Resolution No. R-2018-11 of the City Council of the City of Bastrop, Texas, appointing the Mayor as the City of Bastrop's Clean Air Coalition representative as required in Article II of the Clean Air Coalition of the Capital Area Council of Governments by-laws; and establishing an effective date.

**ATTACHMENTS:**

- Resolution
- Clean Air Coalition of the Capital Area Council of Governments By-Laws

**RESOLUTION NO. R-2018-11**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS APPOINTING THE MAYOR AS THE CITY OF BASTROP'S CLEAN AIR COALITION REPRESENTATIVE, AS REQUIRED IN ARTICLE II OF THE CLEAN AIR COALITION OF THE CAPITAL AREA COUNCIL OF GOVERNMENTS BY-LAWS; AND ESTABLISHING AN EFFECTIVE DATE.**

**WHEREAS**, The Central Texas Clean Air Coalition, herein after known as the "Clean Air Coalition" members are organizations that support the regional effort toward improvement of air quality in the Austin-Round Rock Metropolitan Statistical Area (MSA); and

**WHEREAS**, General members shall be local governments or Independent School Districts within the Austin-Round Rock MSA. The governing boards of general members must ratify the current clean air plan, commit to implementing selected emission reduction measures; and

**WHEREAS**, Representatives to the Clean Air Coalition will include elected officials appointed by governing bodies for the general members of the Clean Air Coalition; and

**WHEREAS**, Each general member's governing body appoints by resolution one elected official to serve on the Clean Air Coalition and shall provide written notification to the CAPCOG staff liaison.

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

**Section 1:** That the City Council of the City of Bastrop appoints Mayor Connie Schroeder as the City of Bastrop's Representative to the Clean Air Coalition with a term set to expire on December 31, 2019.

**Section 2:** That this Resolution shall take effect immediately upon its passage, and it is so resolved.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Bastrop this 13<sup>th</sup> day of February, 2018.

**APPROVED:**

---

Connie B. Schroeder, Mayor

**ATTEST:**

---

Ann Franklin, City Secretary

**APPROVED AS TO FORM:**

---

Alan Bojorquez, City Attorney

**Central Texas Clean Air Coalition  
of the  
Capital Area Council of Governments**

**Article I – Name, Purpose, Responsibilities**

The Central Texas Clean Air Coalition, herein after known as the “CLEAN AIR COALITION”, is a voluntary, unincorporated association which became linked with the Capital Area Council of Governments (CAPCOG) by a resolution that was adopted November 13, 2002.

The purpose of the CLEAN AIR COALITION is:

- To develop, adopt and implement a clean air plan to achieve and maintain compliance with federal ground-level ozone standards for the counties of Bastrop, Caldwell, Hays, Travis and Williamson;
- To establish and monitor a regional effort toward the improvement of air quality;
- To develop policies and strategies that will provide guidance for each of its independent governing bodies about actions that will achieve clean air in Central Texas;
- To work cooperatively to achieve clean air standards that will protect public health and yet allow local governments the flexibility to select measures best-suited to each community’s needs and resources; and
- To provide CAPCOG executive committee with recommendations for administering funding provided by local sources for the purpose of supporting the regional air quality plan or program implementation, assessment , and improvement activities in Central Texas.

**Article II – Membership**

**Members**

CLEAN AIR COALITION members are organizations that support the regional effort toward improvement of air quality in the Austin-Round Rock MSA.

**Membership Categories**

There are two categories of membership for the CLEAN AIR COALITION: general members and supporting members.

General members shall be local governments or Independent School Districts within the Austin-Round Rock Metropolitan Statistical Area (MSA). The governing boards of general members must ratify the current clean air plan, commit to implementing selected emission reduction measures.

Supporting members shall act within their individual organizations to support the purpose of the CLEAN AIR COALITION and report their actions to the CLEAN AIR COALITION or CAPCOG liaison upon request.

## CLEAN AIR COALITION OF THE CAPITAL AREA COUNCIL OF GOVERNMENTS BY-LAWS

Supporting members are not required to appoint a representative to the CLEAN AIR COALITION meetings and are not allowed to vote.

While organizations other than local governments or school districts in the Austin-Round Rock MSA may be supporting members, only local governments or independent school districts in the Austin-Round Rock MSA may participate in the CLEAN AIR COALITION under,.

### Changes in Membership Categories

Members may change their membership category if they meet eligibility requirements and are endorsed by a majority vote of the CLEAN AIR COALITION.

### Representatives

Representatives to the CLEAN AIR COALITION will include elected officials appointed by governing bodies for the general members of the CLEAN AIR COALITION. Each general member's governing body appoints by resolution one elected official to serve on the Coalition and shall provide written notification to the CAPCOG staff liaison.

### Terms

1. The term of appointment for a member of the CLEAN AIR COALITION shall begin on the date of appointment by the member's governing body, and will terminate December 31st in odd numbered years.
2. There is no limit to the number of times that a member may be re-appointed. In the case of a vacancy, the CAPCOG staff liaison shall notify the member's governing body and that body shall appoint a replacement

### Vacancy

A vacancy occurs when:

1. A member dies;
2. A member's term expires and the member is not reappointed;
3. A member is no longer an elected official;
4. A member resigns; or
5. A member is removed.

### Attendance

1. Members are expected to attend all meetings; attendance records will be maintained.
2. If within one calendar year a member misses (and does not send a representative) two (2) consecutive meetings the member's governing body will be notified in writing. The member's governing body will have the option of replacing the member, if appropriate.
3. A voting member of the CLEAN AIR COALITION may designate a proxy to attend regular and special meetings in that member's place. The proxy's attendance will be credited for the

## CLEAN AIR COALITION OF THE CAPITAL AREA COUNCIL OF GOVERNMENTS BY-LAWS

member's annual attendance but will not be counted toward the quorum. The designated proxy will not be eligible to vote, but may participate in discussion as needed to communicate the support, concerns, or questions of the organization being represented.

### New Members

Membership may be expanded by majority vote of the CLEAN AIR COALITION. If new members are eligible for more than one membership category, new members may choose the membership category they wish to participate under.

## **Article III - Officers**

### Election

Election of a Chair and up to two (2) Vice-Chairs will occur at the first meeting of each odd-numbered calendar year, with the following representation:

- At least one (1) officer from a local governing bodies in Travis County;
- At least one (1) officer from a local governing body in either Williamson or Hays Counties; and
- Up to one (1) additional officer from a local governing body in any of the MSA counties.

### Terms

1. Officers serve two-year terms.
2. Officers may serve a maximum of two (2) consecutive terms.

### Vacancy

In the event an Officer is unable to fulfill his/her term, the remaining Officers move up to fill open positions. The CLEAN AIR COALITION may elect a replacement, at a regular or specially called meeting, to ensure a full complement of Officers for the remainder of the unexpired term.

### Duties

1. The Chair shall preside at all meetings of the CLEAN AIR COALITION.
2. Vice-Chairs shall perform all the duties of the Chair in the case of absence or disability and such other duties as may arise, from time to time, when required or requested by the CLEAN AIR COALITION.
3. In case the Chair and Vice-Chairs are absent or unable to perform their duties, the CLEAN AIR COALITION may appoint a Chair pro tem.

### Other Officers

The CLEAN AIR COALITION may elect other Officers from time to time to carry out its responsibilities. This may be done by a simple majority vote of the CLEAN AIR COALITION members at any regularly scheduled meeting where a quorum is present

**Article IV - Meetings**

Regular Meetings

1. The CLEAN AIR COALITION shall meet on a day, time and place specified by the Chair of the CLEAN AIR COALITION.
2. Written notice, including an agenda, of each regular meeting shall be prepared by the CLEAN AIR COALITION liaison and mailed, or electronically transmitted, or hand-delivered to each CLEAN AIR COALITION member at least five (5) business days before the meeting date.
3. The Chair has the discretion to allow meetings to be conducted via teleconference or video conference.

Special Meetings

1. The CLEAN AIR COALITION shall meet specially, if called by the CLEAN AIR COALITION Chair or requested in writing by at least one-third of the membership, excluding vacancies, of the CLEAN AIR COALITION.
2. A request by the membership for a special meeting must be in writing, addressed to the Chair, and describing the purpose or purposes of the meeting. Only that business reasonably related to the purpose or purposes described in the request may be conducted at a special meeting.
3. Notice of any special meeting shall be given at least 72 hours prior to the special meeting.

Quorum and Action

1. Members or designated representatives present from a majority of the Counties in the Austin-Round Rock MSA constitute a quorum for conducting CLEAN AIR COALITION business.
2. A majority vote of the members or designated representatives present at an established quorum meeting is necessary for action by the CLEAN AIR COALITION for the entire meeting.

Open Meetings and Records

1. All meetings of the CLEAN AIR COALITION shall be open to the public. It is the intention of the CLEAN AIR COALITION that meetings be open to the public.
2. Minutes or meeting notes of the CLEAN AIR COALITION meetings, documents distributed and other records will be kept at CAPCOG. The CAPCOG liaison shall be the recording clerk. The recording clerk shall keep recordings of all CLEAN AIR COALITION meetings for a period of one (1) year after each meeting; print copies of summary minutes for each meeting shall be permanently maintained on file. These materials are available for public view, at the CAPCOG offices, upon receipt of a written request by the interested party.
3. Except where these bylaws require otherwise, *Robert's Rules of Order* shall govern the conduct of CLEAN AIR COALITION meetings.

## CLEAN AIR COALITION OF THE CAPITAL AREA COUNCIL OF GOVERNMENTS BY-LAWS

### Professional Conduct

CLEAN AIR COALITION members should maintain objectivity and professionalism when carrying out business of the CLEAN AIR COALITION.

### Sub-Committees:

The CLEAN AIR COALITION may create ad hoc committees or technical sub-committees as deemed appropriate.

## **Article V – Amendments by the Clean Air Coalition**

### Authority of the CLEAN AIR COALITION

CLEAN AIR COALITION may amend these bylaws at a regular or specially called meeting. The written text of a proposed amendment must be included with the notice of the meeting at which the amendment will be considered.

### Effective Date

An Amendment to the bylaws takes effect when approved by the CLEAN AIR COALITION unless the amendment specifies a later effective date. Copies of amended bylaws will be distributed to CLEAN AIR COALITION members by the CAPCOG liaison.

### Bylaws History

Adopted January 9, 2002

Amended October 15, 2003

Amended June 26, 2009

Amended May 8, 2013

Amended February 10, 2016



# STAFF REPORT

**MEETING DATE:** February 13, 2018

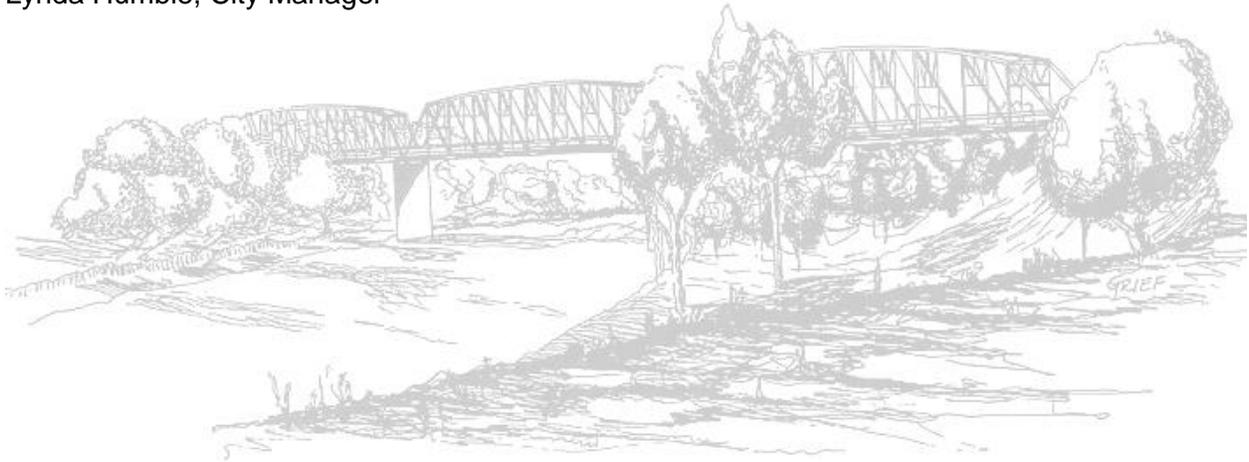
**AGENDA ITEM:** 10A

**TITLE:**

City Council shall convene into closed executive session pursuant to Section 551.072 of the Texas Government Code to discuss purchase of four (4) pieces of property in and around the Downtown area.

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager





# STAFF REPORT

**MEETING DATE:** February 13, 2018

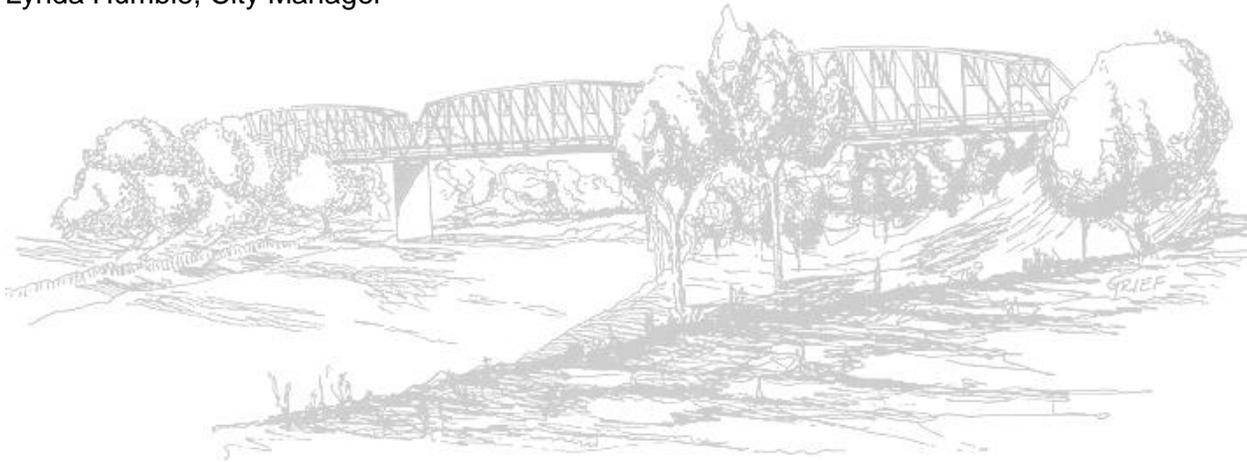
**AGENDA ITEM:** 10B

**TITLE:**

City Council shall convene into closed executive session pursuant to Section 551.071 of the Texas Government Code to discuss and deliberate litigation matters with the City Attorney regarding City of Bastrop vs. Vandiver.

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager





# STAFF REPORT

**MEETING DATE:** February 13, 2018

**AGENDA ITEM:** 11

**TITLE:**

Take any necessary or appropriate action on matters posted for consideration in closed/executive session

**STAFF REPRESENTATIVE:**

Lynda Humble, City Manager

