

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



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**January 28, 2020 at 6:30 P.M.**

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*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.*

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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.

**PLEASE NOTE: ANYONE WISHING TO ADDRESS THE COUNCIL MUST COMPLETE A CITIZEN COMMENT FORM AND GIVE THE COMPLETED FORM TO THE CITY SECRETARY PRIOR TO THE START OF THE CITY COUNCIL MEETING.**

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE –**  
  
**TEXAS PLEDGE OF ALLEGIANCE**  
*Honor the Texas Flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.*
3. **INVOCATION –** Pastor Douglas DeShay, Mount Rose Missionary Baptist Church
4. **PRESENTATIONS**
  - 4A. Mayor's Report
  - 4B. Councilmembers' Report
  - 4C. City Manager's Report
  - 4D. A proclamation of the City Council of the City of Bastrop, Texas, recognizing the month of February as Black History Month.

## **5. WORK SESSION/BRIEFINGS**

- 5A. Present and discuss the Communication Plan for the Main Street Rehabilitation Project.
- 5B. Present and discuss the Mobile Food Vending Ordinance in accordance with the direction provided by City Council on November 12, 2019.

## **6. STAFF AND BOARD REPORTS**

- 6A. Receive Quarterly Report on the Bastrop Convention & Exhibit Center.
- 6B. Receive Quarterly Presentation and Update from the Bastrop County Historical Society.
- 6C. Receive Presentation and Update from the Bastrop Opera House.
- 6D. Receive Presentation and Update from the Lost Pines Art Center.
- 6E. Receive quarterly update from the Bastrop Family Branch of the YMCA of Austin.
- 6F. Receive presentation on the Quarterly Investment Report for the period ending December 31, 2019.
- 6G. Receive presentation on the unaudited Monthly Financial Report for the period ending December 31, 2019.
- 6H. Receive Quarterly Report from Visit Bastrop.
- 6I. Receive Monthly Development Update.

## **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 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 start of the meeting.*

*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 January 14, 2020, Regular Meeting and January 15, 2020, Joint Council and BEDC Meeting.

**9. ITEMS FOR INDIVIDUAL CONSIDERATION**

- 9A. Consider action to approve Resolution No. R-2020-12 of the City Council of the City of Bastrop, Texas, amending Resolution No. R-2020-01 calling for and establishing the procedures for a May 2, 2020, General Election for Bastrop, Texas; and providing an effective date.
- 9B. Consider action to approve Resolution No. R-2020-13 of the City Council of the City of Bastrop, Texas, approving a trail easement and a recreational trail maintenance agreement by and between the City of Bastrop and the River's Bend at Pecan Park Community Association, Inc. and its heirs, successors, or assigns, attached as Exhibit A; authorizing the City Manager to execute all necessary documents; and providing an effective date.
- 9C. Consider action to approve Resolution No. R-2020-14 of the City Council of the City of Bastrop, Texas, providing policy direction in regard to building inspection fees in accordance the 1965 cooperation agreement between the City of Bastrop and the Bastrop Housing Authority, attached as Exhibit A; authorizing the City Manager to execute all necessary documents; and providing an effective date.

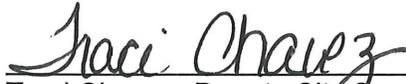
**10. EXECUTIVE SESSION**

- 10A. City Council shall convene into closed executive session pursuant to Section 551.074 to conduct an annual performance evaluation of the City Manager as required by her employment agreement.
- 10B. City Council shall convene into closed executive session for a Legal Briefing by the City Attorney pursuant to Texas Government Code Sections 551.071 and .072 regarding legal authority to acquire real property rights for the construction of certain wastewater treatment improvements and related facilities.
- 10C. City Council shall convene into closed executive session for a briefing pursuant to Texas Government Code Sections 551.071, .72, and .087 regarding legal, real estate, and economic development aspects of possible vendor space at Fisherman's Park.

**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, January 24, 12 p.m. and remained posted for at least two hours after said meeting was convened.

  
Traci Chavez, Deputy City Secretary





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 4A

**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*  
*January 28, 2020*



# Latest Activities

January 1 - 17

Events in 2020: 16



Happy Healthy New Year's Bash



Ms. Rose's 2<sup>nd</sup> Grade Class



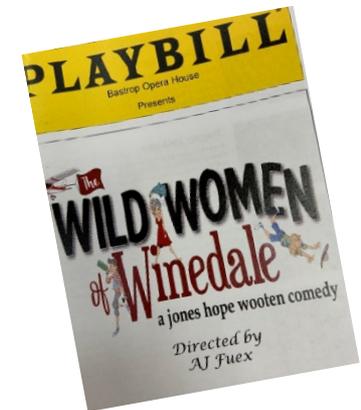
Padgett Hearing Center



Chamber Luncheon  
Cameron Cox



Bastrop Flooring and Granite



Bastrop Opera House



# *Planned Events*

*January 20 - 28*

- January 20 – MLK Event (Elgin)
- January 21 – BISD Board Meeting
- January 23 –
  - FCI Quarterly Luncheon
  - Ascension Seton Ribbon Cutting
- January 25 – Sportsman Banquet
- January 27 – BEDC Board Meeting
- January 28 –
  - Austin/Bastrop Colorado River Coalition Meeting
  - Council Meeting



# *Upcoming Events & City Meetings*

- February 1 – Black History Month Kick-Off
- February 3 – Library Board Meeting
- February 5 – Chamber Luncheon
- February 6 – Crave-It & Nfinite Pursuit Ribbon Cutting
- February 7 – Chamber Banquet
- February 10 –
  - TML Legislative Policy Committee Meeting
  - YMCA Ribbon Cutting
- February 11 – Council Meeting





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 4B

**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.

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# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 4C

**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.

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- (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;
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# STAFF REPORT

**MEETING DATE:** January 28, 2020

**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



**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**, having faced slavery, many forms of oppression, deep-rooted adversity, and the very real dangers of demanding equality and change, the contributions and achievements of African-Americans are imbued with unique strength and resilience which are respected and greatly valued; and

**NOW, THEREFORE**, I, Connie Schroeder, Mayor of the City of Bastrop, do hereby recognize the month of February 2020 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 28<sup>th</sup> day of January, 2020.

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Connie B. Schroeder, Mayor



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 5A

**TITLE:**

Present and discuss the Communication Plan for the Main Street Rehabilitation Project.

**STAFF REPRESENTATIVE:**

Rebecca Gleason, Main Street Manager

**BACKGROUND/HISTORY:**

The Main Street Rehabilitation Project encompasses sidewalk improvements from Farm to Chestnut Street, along with proposed sidewalk improvements and roadway resurfacing from Spring to Water Street. There will also be improvements to existing sidewalks & roadways, with new sidewalks built from Pine to Water Street. The upgrades will include the installation of street trees, widening of the walkways, installing new street lights, and providing a planting strip. The result will be a Downtown District that will be a delight to drive, dine, and dwell in and centers on creating a thriving, lively, and vibrant community space with Main Street and the Colorado River at its heart.

Understanding that our Main Street is a vital part of our community, the City has developed a project Communication Plan to ensure property owners, business owners, residents, and the community are well informed in all aspects of the project. Please find the objectives of the Project stated below:

- To limit disruptions to intermittent intervals occurring in three-week cycles, decreasing the impact on citizens, visitors, and our Main Street businesses. Wrap-up and clean-up planned every Friday to ensure minimal weekend footprint.
- To produce a schedule that anticipates special and significant days or events for our downtown businesses on both a macro- and micro- level. This schedule comes directly from the City of Bastrop to the contractor and will inform the course of the project - rather than the other way around.
- To conduct personalized Partner Meetings with property owners, business tenants, and residents to control the personal impact of the project.
- To appoint Project Liaisons to assist with communication strategies, manage construction impacts, and coordinate preemptive problem-solving.

**ATTACHMENT:**

- PowerPoint Presentation
- Main Street Rehabilitation Project Communication Plan

# MAIN STREET REHABILITATION PROJECT

## COMMUNICATIONS STRATEGY OVERVIEW

# 2020

REBECCA GLEASON

*CITY OF BASTROP MAIN STREET MANAGER*



## BUILDING BASTROP

HONORING OUR AUTHENTIC PAST.  
PLANNING FOR OUR SUSTAINABLE FUTURE.

## I. Building Bastrop Purpose Statement

***“Create a fiscally sustainable community through land-use standards that are authentically Bastrop and geographically sensitive.”***

Building Bastrop began as a City of Bastrop initiative to guide responsible development that honors our authentic past and prepares for our sustainable future. Taking a comprehensive approach, Building Bastrop launched to create a new set of tools that will responsibly support the community for generations to come. Now that the Bastrop Building Block (B<sup>3</sup>) Codes are complete, City-based development can occur under the Building Bastrop name, still honoring the tenets of proactively managing growth, investing in sustainable infrastructure and encouraging responsible development.

Capitalizing on the brand built around ‘Building Bastrop’, it is now to be used as an informational resource to keep the public informed about current and future Capital Improvement and Public Works projects and any impacts they may have on the community.

## II. Project

***The Main Street Rehabilitation Project*** - This project encompasses sidewalk improvements from Farm to Chestnut Street, along with proposed sidewalk improvements and roadway resurfacing from Spring to Water Street. There will also be improvements to existing sidewalks & roadways, with new sidewalks built from Pine to Water Street. The upgrades will include the installation of street trees, widening of the walkways, installing new street lights, and providing a planting strip. The result will be a Downtown District that will be a delight to drive, dine, and dwell in and centers on creating a thriving, lively, and vibrant community space with Main Street and the Colorado River at its heart.

## III. Objectives

- To limit disruptions to intermittent intervals occurring in three-week cycles, decreasing the impact on citizens, visitors, and our Main Street businesses. Wrap-up and clean-up planned every Friday to ensure minimal weekend footprint.
- To produce a schedule that anticipates special and/or significant days/events for our downtown businesses on both a macro- and micro- level. This schedule comes directly from the City of Bastrop to the contractor and will inform the course of the project - rather than the other way around.
- To conduct personalized Partner Meetings with property owners, business tenants, and residents to control the personal impact of the project.
- To appoint Project Liaisons to assist with communication strategies, manage construction impacts, and coordinate preemptive problem-solving.

## IV. Project Rollout

1. **Signage** – Place Project signage on three City maintained pieces of property including Ferry Park, the corner of Spring Street and Main Street and Chestnut Street west of Main Street. Place two signs on private property at the allowance of property owners until those properties are in use.
2. **Website** – Build out the Building Bastrop website as an informational resource to keep the public informed about current and future Capital Improvement and Public Works projects and any impacts they have on the community. This website also serves as an online historical archive of all future Capital Improvement and Public Works projects.
3. **Kick-Off Event** - The City of Bastrop hosts a groundbreaking event as the kickoff to the

Main Street

**COMING SOON!**

**MAIN STREET REHABILITATION PROJECT**  
Project approved on ENTER DATE

**BUILDING BASTROP**  
HONORING OUR AUTHENTIC PAST.  
PLANNING FOR OUR SUSTAINABLE FUTURE.

**BASTROP CITY COUNCIL:**  
Connie Schroeder, Mayor  
Willie "Bill" Peterson  
Drusilla Rogers  
Lyle Nelson, Mayor Pro-Tem  
Bill Ennis  
Dock Jackson

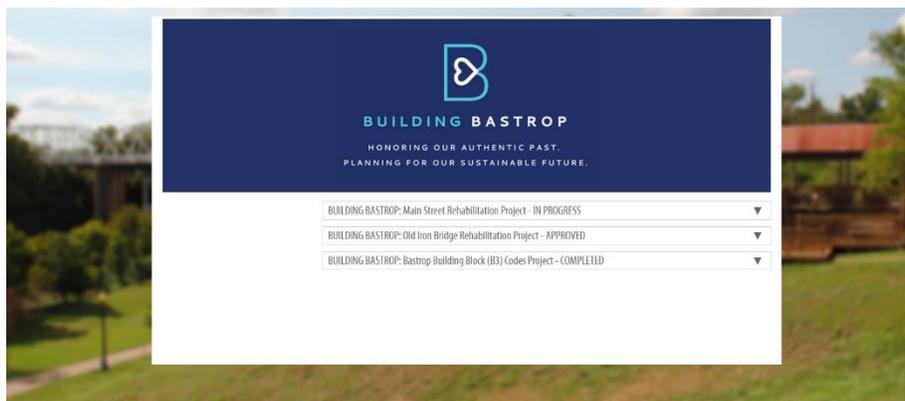
**ENGINEERING FIRM:**  
MWM Design Group

**STAFF:**  
Lynda Humble, City Manager  
Trey Job, Assistant City Manager  
Rebecca Gleason, Main Street Manager

For more information, visit [www.cityofbastrop.org/buildingbastrop](http://www.cityofbastrop.org/buildingbastrop)

Rehabilitation Project. The ceremony creates goodwill and buy-in from the public, giving them a feeling of personal ownership in the project. It also celebrates the commitment made by the Downtown Bastrop property owners, business owners, residents, and community to bring much-needed improvements to our Main Street District.

4. **Project Liaisons** - Main Street Manager Rebecca Gleason and City Engineer Tony Buonodomo are the faces of this project for the public.



## V. Project Rhythm

3 Weeks Out	Partnership Meeting Doorhangers
2 Weeks Out	Partner Meeting
1 Week Out	All Department Meeting
1 Week Out	Place No Parking Signs
Friday Before	Door Hangers about Upcoming Construction
Day Before	Door Hangers about In Front of Your Door

## VI. Additional Communications

1. **Monthly Council Meeting Update** - City Council receives a monthly construction update from the Project Liaisons, detailing the previous month's accomplishments and the goals of the coming month.
2. **Building Bastrop Email** – Creation of a dedicated Building Bastrop email address at [BuildingBastrop@cityofbastrop.org](mailto:BuildingBastrop@cityofbastrop.org) for questions, comments or concerns from the public. Both Project Liaisons and the Multimedia Team monitor this email address.
3. **Building Bastrop Voicemail** - Creation of a dedicated Building Bastrop telephone line with voicemail at **(512) 332-8861**. Information materials point the public to the City's main extension. The Receptionist Desk will have a Project Q & A Handbook and be able to answer common questions. The Receptionist Desk sends more complicated items,

The cards contain the following information:

- Partnership Meeting:** Invites residents to a meeting to discuss upcoming construction. Meeting details include date, time, and location (Council Chambers, Bastrop City Hall, 1311 Chestnut Street).
- Sidewalk Improvements:** Notifies residents of general sidewalk demolition and construction occurring on their side of the street or the opposite side.
- Improvement Impact:** Alerts residents that sidewalk improvements are slated to occur directly in front of their business or residence during the date(s) below.
- Roadway Improvements:** Alerts residents that roadway improvements are coming to their block during the dates below.
- General Project Overview:** States that the Main Street Rehabilitation Project was unanimously approved by the City Council on December 10, 2019, to promote economic vitality, value, and growth for the downtown area.

comments, or concerns to the Building Bastrop voicemail box. Both Project Liaisons and the Multimedia Team monitor this voicemail.

4. **City of Bastrop Website** - Create a web banner for the City of Bastrop main page that clicks through to the Building Bastrop microsite.
5. **Social Media Updates** – Provide relevant and timely information about construction, milestones, community impacts, and work schedules. Design a new Main Street Rehabilitation Project graphic based on the standard social media graphics already designed for all such updates.
6. **Video Updates** - Create monthly video updates starring the Project Liaisons and push out on all City social media channels.
7. **1832** – Create a ‘Construction Corner’ project update segment in the City Magazine, 1832. This digital magazine reaches the Bastrop community through Facebook or interaction with the City’s webpage.
8. **The Bastrop Downtowner** - Create a ‘Construction Corner’ project update segment in the Bastrop Downtowner, Main Street’s quarterly business e-newsletter delivered to the 250+ businesses in the Main Street District.
9. **Communications Team** – Create a communications team comprised of the City Manager, Mayor, City Council, Visitor’s Center & Museum, City Hall Receptionist Desk, Visit Bastrop, Main Street Board, and the Bastrop Chamber of Commerce. This group receives a weekly construction email to facilitate pushing out accurate and timely information to the public, creating consistent on-brand communications.

## VII. Wrap-up

1. **Website** – Close-out the project on the Building Bastrop website with a completion date and final photos.
2. **Ribbon Cutting** – Host a ribbon-cutting ceremony to celebrate the completion of the Main Street Rehabilitation Project.

# Main Street Rehabilitation Project Communication Plan



**BUILDING BASTROP**

HONORING OUR AUTHENTIC PAST.  
PLANNING FOR OUR SUSTAINABLE FUTURE.



# Building Bastrop



- Purpose Statement- “Create a fiscally sustainable community through land-use standards that are authentically Bastrop and geographically sensitive.”

COMING SOON!  
**MAIN STREET REHABILITATION PROJECT**  
Project approved on ENTER DATE



**BUILDING BASTROP**  
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PLANNING FOR OUR SUSTAINABLE FUTURE.

<b>BASTROP CITY COUNCIL:</b> Connie Schroeder, Mayor Willie "Bill" Peterson Drusilla Rogers Lyle Nelson, Mayor Pro-Tem Bill Ennis Dock Jackson	<b>ENGINEERING FIRM:</b> MWM Design Group
	<b>STAFF:</b> Lynda Humble, City Manager Trey Job, Assistant City Manager Rebecca Gleason, Main Street Manager

For more information, visit [www.cityofbastrop.org/buildingbastrop](http://www.cityofbastrop.org/buildingbastrop)



# Project



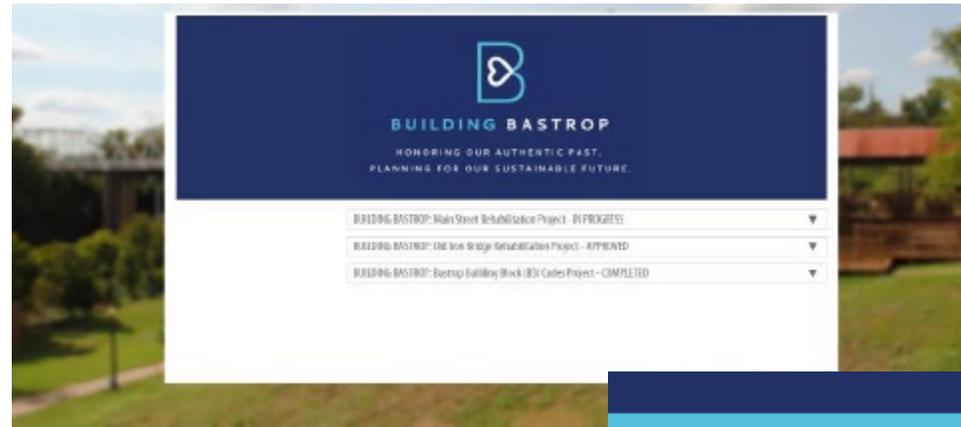
# Objectives



- To limit disruptions to intermittent intervals occurring in three-week cycles, decreasing the impact on citizens, visitors, and our Main Street businesses. Wrap-up and clean-up planned every Friday to ensure minimal weekend footprint.
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- To conduct personalized Partner Meetings with property owners, business tenants, and residents to control the personal impact of the project.
- To appoint Project Liaisons to assist with communication strategies, manage construction impacts, and coordinate preemptive problem-solving.

# Project Rollout

- Project Liaisons
- Signage
- Website
- Kick-Off Event



For questions or comments:  
(512) 332-8800  
BuildingBastrop@cityofbastrop.org.

*Building Bastrop is a City of Bastrop informational resource to help keep citizens apprised of current and future Capital Improvement and Public Works projects and any impacts they may have on visitors and the community.*

*For more information about this and other upcoming projects, please visit <http://www.cityofbastrop.org/BuildingBastrop>.*



# Project Rhythm



Date	Action
3 Weeks Out	Partnership Meeting Doorhangers
2 Weeks Out	Partner Meeting
1 Week Out	All Department Meeting
1 Week Out	Place No Parking Signs
Friday Before	Door Hangers about Upcoming Construction
Day Before	Door Hangers about In Front of Your Door



# Additional Communications

- Monthly City Council Update
- Building Bastrop Email
- Building Bastrop Voicemail Box
- City of Bastrop Website
- Social Media Updates

For questions or comments:  
 (512) 332-8800  
[BuildingBastrop@cityofbastrop.org](mailto:BuildingBastrop@cityofbastrop.org)

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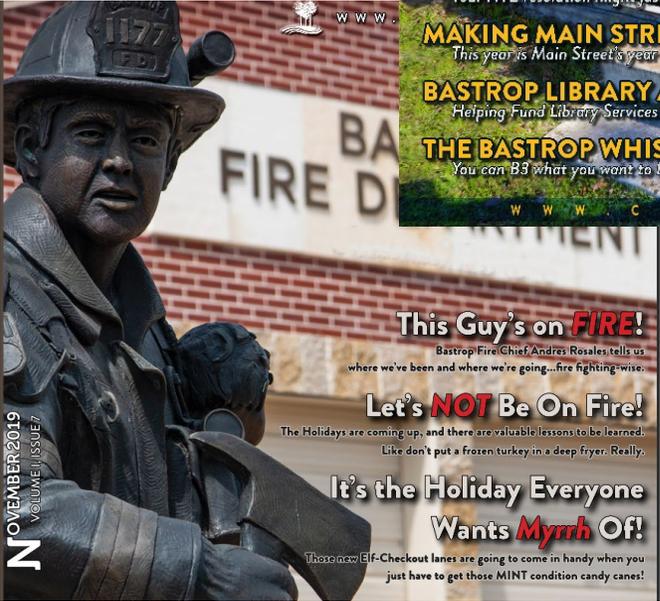


# Additional Communications Continued

- Video Updates
- 1832
- The Bastrop Downtowner
- Communication Team



THE OFFICIAL CITY OF BASTROP MAGAZINE  
**1832**



# Meet Tony





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 5B

**TITLE:**

Present and discuss the Mobile Food Vending Ordinance in accordance with the direction provided by City Council on November 12, 2019.

**STAFF REPRESENTATIVE:**

Trey Job, Assistant City Manager of Development Services

**BACKGROUND/HISTORY:**

The ordinance governing “Mobile Food Trucks” was originally located in Chapter 14 of the City of Bastrop Code of Ordinances. Per the City Council’s direction at a joint workshop on the Bastrop Building Block (B<sup>3</sup>) Codes, the first reading of the ordinance to move this section to Chapter 4, “Business Regulations” was brought forward in March 2019.

Upon second reading at the November 12, 2019 City Council Meeting, additional policy direction was given to staff asking them to bring Mobile Food Trucks back to City Council as a workshop so the item could be discussed in greater detail.

The topics discussed at the November 12<sup>th</sup> meeting were as follows:

- Connections to City Utilities.
- Compatible zoning.
- Protection of the health and safety of the public.
- Site elements: temporary structures, restrooms, and seating.
- Competition with brick & mortar buildings

**RECOMMENDATION:**

Present and discuss the Mobile Food Vending Ordinance in accordance with the direction provided by City Council on November 12, 2019.

**ATTACHMENTS:**

- PowerPoint

# Mobile Food Vendor

Any business that operates or sells food for human consumption, hot or cold, from a Mobile Food Vending Unit.

- The permit is issued to the Vendor as a person or legal entity that is responsible for the business.
- The Vending Unit is the place from which the food is prepared and sold.



# Mobile Food Vending Unit

- Mobile Food Truck: a self-contained motorized unit selling items defined as edible goods.
- Mobile Concession Trailer: a vending unit selling items defined as edible goods, which is pulled by a motorized unit and has no power to move on its own.
- Mobile Food Cart or Concession Cart: means a mobile vending unit, selling items defined as edible goods, that must be moved by non-motorized means.



# Types of Vendor Units

Mobile Food Truck



Mobile Concession Trailer



Food Cart or Concession Cart



# Mobile Food Vendors - Categories

- Single Vendor temporarily located on a site with a occupied primary building/use
  - Must have permission from the property owner and meet location/safety requirements
- Multiple or Single Vendor located on a site as the only use
  - Will require a Site Development Plan for the location with site improvements.
- Construction Sites
  - Will be allowed for up to an hour at one site



# Mobile Food Vendors – Food Court



Fort Worth



Norwich, CT



# Agreed upon requirements for All Mobile Food Vendors

- Operating hours are market driven.
- Must display city permit and health district permit and have records available for review
- Shall not operate within a public park, public right-of-way, publicly owned property or site without written permission from the City Manager or the City Manager's designee.
- Follow all adopted fire and building codes for health and safety
- Employees must have food handler's permits
- Provide proof of regular maintenance and contract with an approved commissary
- Be equipped with commercial mechanical facilities sufficient to provide proper cooking ventilation and fire suppression
- Provide separation from buildings or other vehicles
- Cannot block fire lanes or required parking of a primary business
- Comply with the Noise Standards and Outdoor Lighting Standards
- Restroom facilities for vendors in one location for more than four hours
- Unit and parking must be on a paved surface. Alternative materials may be approved by the City Engineer



# Items for discussion about all Mobile Food Vendors

- Connection to utilities.
- Required site elements.
- Competition with brick & mortar buildings.
- Associated fees.



# Proposed resolution for Mobile Food Vendors permanent connection to utilities.



- Site elements are required to have access to permanent utilities.
- This will require a site plan with the same elements as a brick and mortar building.
  - Restrooms
  - Seating
  - Appropriate zoning (P4 & P5)
  - Architectural/lot features that meet the B3 code.
  - Annual permit fees for each vendor.

# Proposed resolution for Mobile Food Vendors that are self-contained or require minimum access to utilities



- Requires permission from the land owner.
- Permits are short term.
  - 5, 10, or 30 days max.
- Permit fees discourage competition with brick and mortar buildings.
- If power is required it must be provided by the property owner.
- The vending unit must be removed daily.
- The property owner must provide restroom facilities and a hand washing station for the employees that is connected to City Utilities.

# Proposed resolution for Mobile Food Vendors that are self-contained on a temporary basis



- Must be self-propelled.
- Limited hours of operation.
- Permits are short term.
  - Daily or Weekly
- Permit fees discourage competition with brick and mortar buildings.

# Questions/Discussion?





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6A

**TITLE:**

Receive Quarterly Report on the Bastrop Convention & Exhibit Center.

**STAFF REPRESENTATIVE:**

Kathy Danielson, Bastrop Convention & Exhibit Center Director

**BACKGROUND/HISTORY:**

Opened in the Spring of 2011, this full-service facility has changed directional courses over the last 18 months. Available to host conventions, trade shows, corporate meetings, weddings, concerts, art events, or banquets, the 26,000 square foot Bastrop Convention & Exhibit Center can accommodate up to 750 banquet-style seating or 800 theater-style seating in the flexible Main Ballroom. In October of 2017, the once standalone Bastrop Convention & Exhibit Center Department became a part of the Hospitality and Downtown Department. Revised contracts, marketing materials, and time offerings were created to make renting the Bastrop Convention & Exhibit Center competitive.

During the 1st Quarter of FY 19/20, the Bastrop Convention & Exhibit Center continued to increase its productivity. Compared to the previous year's performance areas of increase include occupancy and revenue. Area of decrease include the number of Bookings. The following is an illustration of the Bastrop Convention & Exhibit Center's progress:

- Occupancy increased 28%.
- Bookings decreased 3%.
- Revenue increased 5%.

**POLICY EXPLANATION:**

The Bastrop Convention and Exhibit Center's mission and vision is aligned with the City Council's focus and strategic planning for FY 2019/2020.

**FUNDING SOURCE:**

N/A

**ATTACHMENTS:**

- FY 19/20 1st Quarter Bastrop Convention Center & Exhibit Center PowerPoint Presentation Report

# Bastrop Convention & Exhibit Center



FY 2020 1st Quarter Report  
Kathy Danielson, Director

# Bastrop Convention & Exhibit Center

## Mission

The Bastrop Convention & Exhibit Center is committed to serving our community and guests by working as a team to build local partnerships, enhance local and regional events and provide efficient results ensuring vitality for Bastrop.



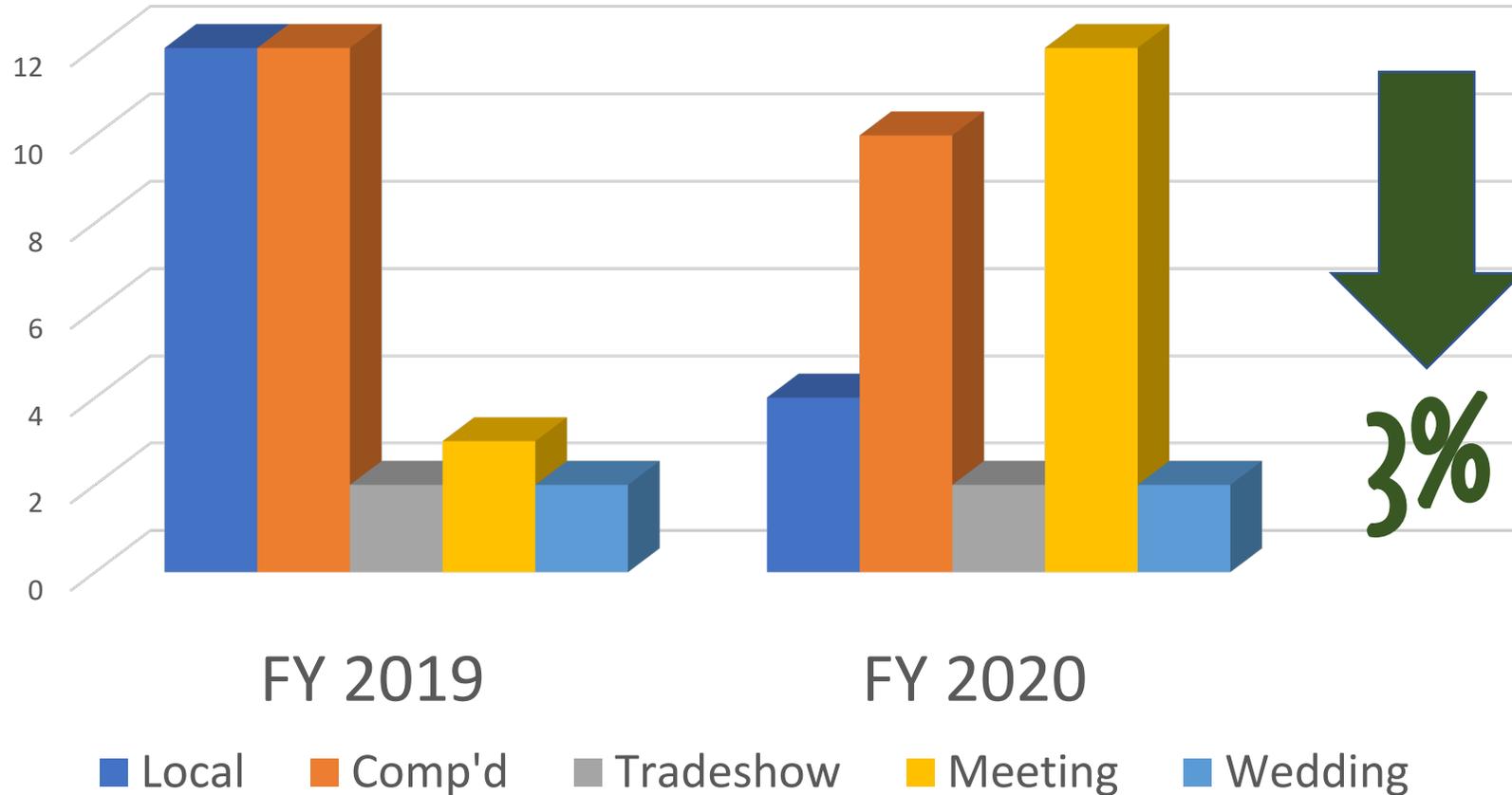
# Bastrop Convention & Exhibit Center

## Vision

**The Bastrop Convention & Exhibit Center will strive to showcase small town charm and hospitality within the local meetings and events industry. Focusing on customer service and exceptional experiences, the Bastrop Convention & Exhibit Center will provide a unique combination of local and non-local use creating a positive economic impact for our community and partners.**



# 1st Quarter Bookings



Red White & Blue



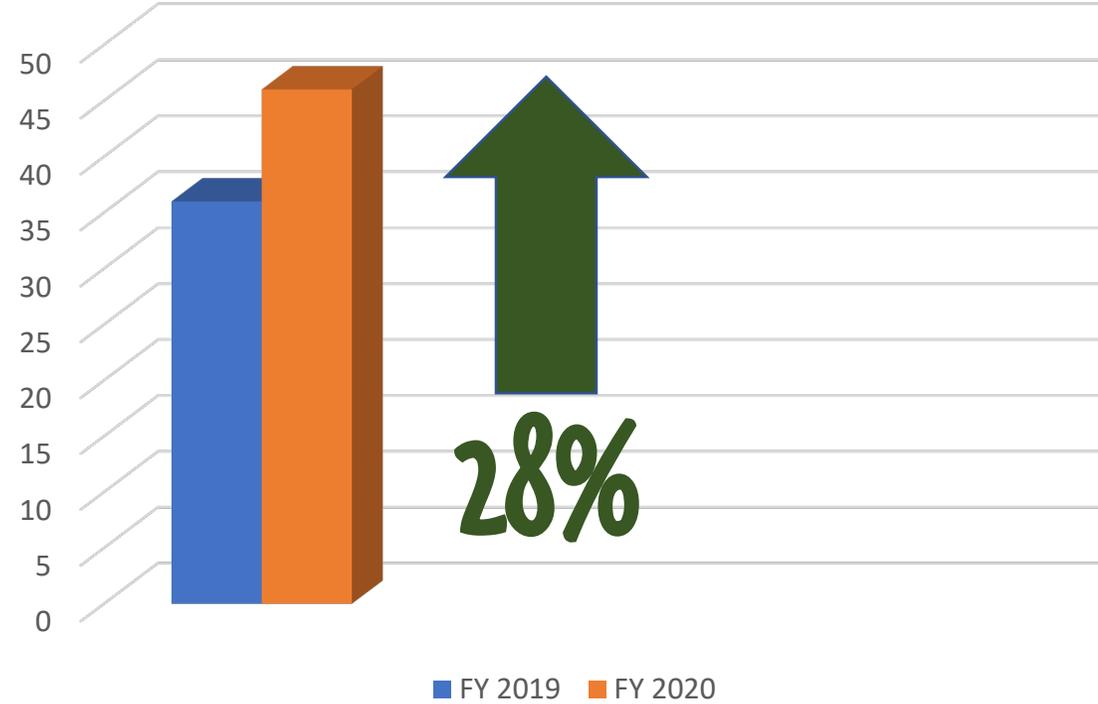


LCRA Training

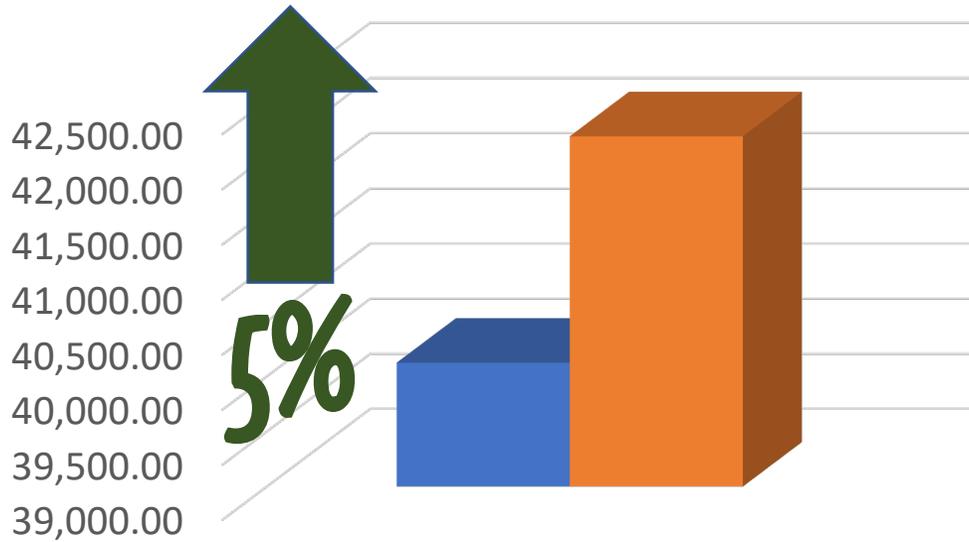
# 1st Quarter Occupancy



FNB Christmas Party

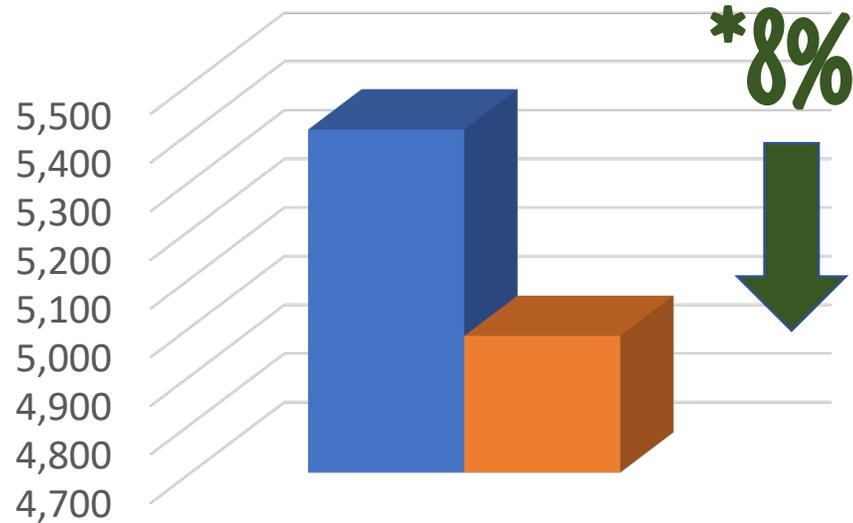


# 1<sup>st</sup> Quarter Revenue



1st Quarter Revenue

■ FY 2019   ■ FY 2020



Farm Street Opry

\* Due to inclement weather during Nov show.

■ FY 2019   ■ FY 2020



# THE END



A CITY OF BASTROP PRODUCTION COPYRIGHT MMXVII





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6B

**TITLE:**

Receive Quarterly Presentation and Update from the Bastrop County Historical Society.

**STAFF REPRESENTATIVE:**

Trey Job, Assistant City Manager of Development Services

**BACKGROUND/HISTORY:**

On September 24, 2019, City Council approved a Community Support Service Agreement with the Bastrop County Historical Society to provide services associated with operating, marketing, and staffing a historical museum and providing visitor center services in the amount of One Hundred Sixty-Nine Thousand One Hundred Twenty-Four and 00/100 Dollars (\$169,124) for FY 2019-2020. The Community Support Service Agreement requires that the Bastrop County Historical Society attend a regular meeting of the City Council on a quarterly basis to make a public presentation on their progress related to the Scope of Services identified in the agreement. The funds were awarded to the Bastrop County Historical Society according to the different functions the organization provides, as outlined in the Scope of Services. Those services and amounts include:

- \$109,752 for the operation of the Bastrop County Historical Society Museum and Visitor Center
- \$34,928 for historic preservation and promotion efforts
- \$24,444 for historic home tours

**POLICY EXPLANATION:**

Chapter 351.101 of the Texas Local Government Code authorizes the use of Hotel Occupancy Tax (HOT) revenue for the operation of visitor information centers as well as historical preservation activities and promotional programs to encourage tourist visits. The services outlined in the Community Support Service Agreement with the Bastrop County Historical Society also support the goals and objectives of the City of Bastrop Comprehensive Plan 2036:

**ATTACHMENT(S):**

- PowerPoint Presentation

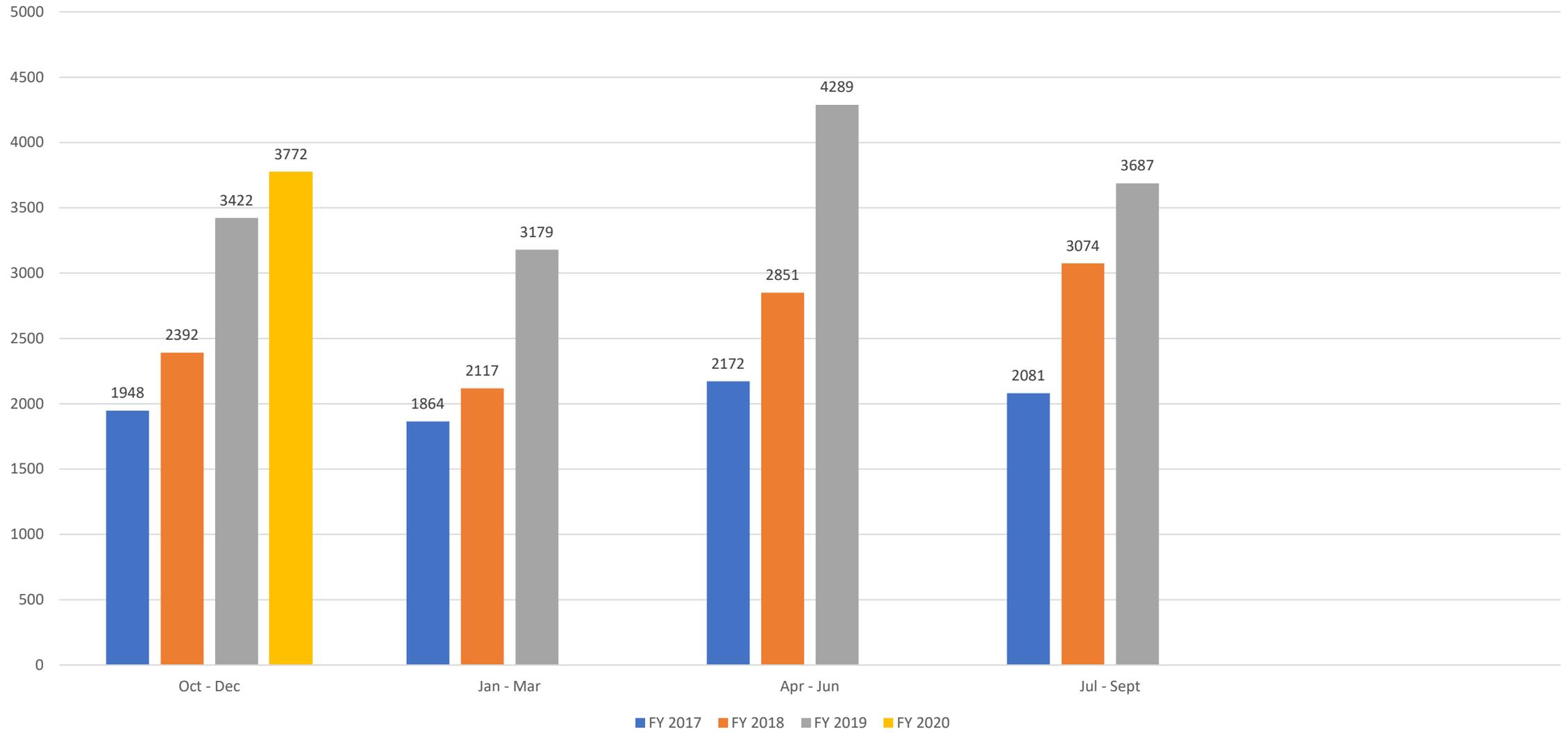


# BCHS HOT Funds 1<sup>st</sup> Quarter Report

January 2020

# Visitor Center

# Total Visitors





Santa's elves have been busy building an official mailbox at *Bastrop County Museum and Visitor's Center at 904 Main Street!* Between November 29th and Dec

[VIEW GALLERY](#)

## LETTER DAY

Downtown Bastrop  
921 Main Street  
Bastrop, TX 78602

Dates: November 29, 2019 - December 24, 2019

Recurrence: Recurring daily

Price: No Fee



# Community/Event Support

# Historical Preservation & Promotion

A graphic with a light blue background featuring white snowflakes. The word "Holiday" is written in a large, blue, cursive font. A red Christmas ornament with white snowflake patterns is positioned over the letter 'i' in "Holiday". Below "Holiday", the word "RENDEZVOUS" is written in a bold, red, sans-serif font, underlined with a thick red stroke.

Holiday  
RENDEZVOUS

A gold-colored, corrugated metal tag with a ring at the top right. The tag is placed on a dark surface with gold-colored spiral wires. The word "Holiday" is written in a green, cursive font, and "Homes Tour" is written in a red, serif font below it.

Holiday  
Homes Tour



*Holiday  
Homes Tour*





Homes Tour

522 attendees



5 homes



1 church



50 Docents





Rendezvous

150 attendees

Convention Center

Music

Great Food

Raised over \$27,000

# October Quarterly Speaker

Rose Pietsch  
County Clerk





138

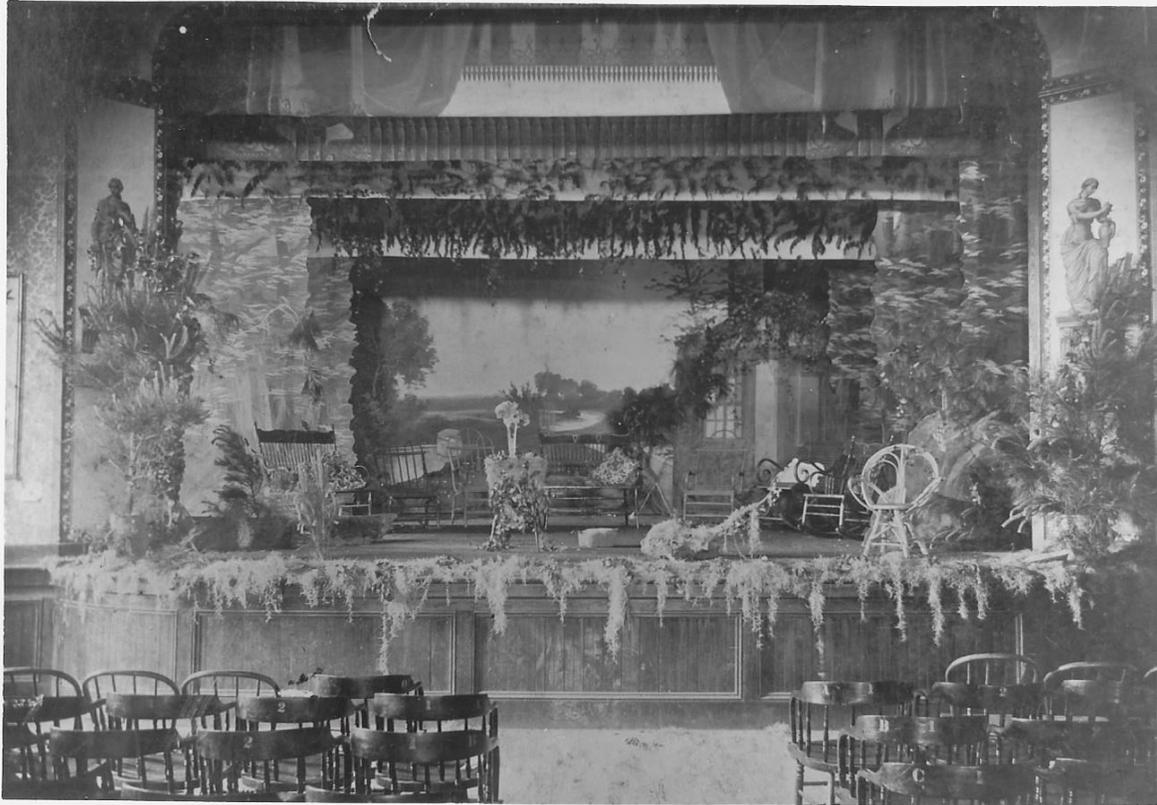
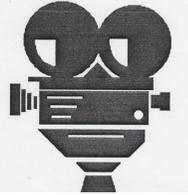
RECORD OF MARKS AND BRANDS

Number	NAME OF OWNER	PLACE OF RESIDENCE	KIND OF ANIMAL	R MARKS	L	BRANDS	Location of Brand
297	B.E. & Debbie French + Richard	PO Box 884 Bastrop, TX	Cattle + Horses			U	Right Hip
298	B.E. & Debbie French + Richard	PO Box 884 Bastrop, TX	Cattle + Horses			U	Left Hip
305	White Lightening Ranch White, Lisa	674 Hwy 304 Bastrop	Cattle			W	right shoulder
307	WALACE, MICHAEL & ROBYN G	305 COE PAL Smithville, TX	Cattle + Horses				Left Hip
318	Sweet Way Ranch Ltd Mary Mc Murray Mgr	1642 Upper Ebin River Rd	Cattle + Horses			Y	Left Hip
321	Stokely Nubia Ranch Stanley, MICHAEL D	321 Michael Pl Bastrop, TX 78004	Cattle + Horses				hip
323	Cole, Carl W High Hill Ranch	352 Knobs Rd Newbuda 78050	Cattle			m	right flank
324	Harris, Darl Ann Straight Cattle Co	819 Antiah Rd Range 78059	Cattle				
328	SPATTERFIELD, William C. DVM	168 J UPPER BASTROP 819W, TX 78621	Cattle			I	Right Shoulder
329	Blank, Shawn	630 S1 MARVIS Rd Rosanky, TX 78073	Cattle + Horses				Right Side + Shoulder
330	Gutierrez, Sergio	107 W North Cedar Creek	Cattle + Horses				Left Side Back
331	Watts, John William "Dob"	678 Old Highway Smithville	Cattle				right shoulder
332	Reddell, Adam	175 Hector Rd. Smithville, TX	Cattle + Horses			A	Left Hip
333	Rene + Kathy RIZK	301 POTTEE Rd. Bastrop, TX 78602	Cattle			A	Right Hip
334	Blowen, G. N.	PO Box 205 Rosanky, TX 78073	Cattle + Horses				Left Hip
335	Wattlin, Mark	112 Hidden Grove Smithville, TX	Cattle			< >	left hip/flank
336	Johnson, Nathan	19300 Green Hill Loop Austin, TX 78737	Cattle			>	Left Hip
337	Heffington, Pamela	6801 Destiny Hills Austin 78738	Cattle + Horses				Left Hip
338	Heston, Kevin	401 Old 71 Cedar Creek, TX 78612	Cattle				Left Shoulder
339	Leonard, Charles	500 Desiderata Smithville	Cattle + Horses				Left Hip
340	Burleson, John & Debbie	113 Frenzel Court Range, TX 78059	Cattle			B	Left Hip
341	Frintz, Sandy	PO Box 745 Mexdale, TX	Cattle				Left side/ri b
342	Irby, Ethan H.	736 Upper Chin River Rd Elgin	Cattle				Left Hip
343	Illman, Trisha	4234 Richmond Ave Houston 77027	Cattle			E A	Left Hip
344	Illman, Patricia	" "	Cattle				Left Hip
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400	Illman, Patricia	" "	Cattle				Left Hip

**PLAYBILL**

Bastrop Opera House  
Celebrating 130 Years

# History of Live Entertainment & Film in Bastrop County



- Freedom Colonies exhibit has traveled to Elgin, it will be on display for Bastrop County Cares Healing History event on January 24<sup>th</sup> and make its way to Smithville at the end of January.
- History of Live Entertainment & Film will also travel to Elgin early February.
- Our research library staff, and volunteers have created an index to the Shadow of the Lost Pines book, we will be adding it and then reprinting the publication to make it easier for researchers to use.
- Oral History program is growing with an additional 6 interviews this quarter. We have purchased Dragon software to assist in the transcribing of these and once transcribed they will be assessible to researchers.
- PastPerfect online – we are beginning to look at putting some of our collection online. We are considering Camp Swift as the first topic.
- Destinations galore – Humble TX
- 1<sup>st</sup> quarter additions - 8 Objects, 92 photos 130 documents

Thank You



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6C

**TITLE:**

Receive Presentation and Update from the Bastrop Opera House.

**STAFF REPRESENTATIVE:**

Trey Job, Assistant City Manager of Development Services

**BACKGROUND/HISTORY:**

On September 24, 2019, City Council approved a Community Support Service Agreement with the Bastrop Opera House to provide services associated with operating, marketing, and providing cultural art and theater services in the amount of One Hundred Twenty-Six Thousand and 00/100 Dollars (\$126,000) for FY 2019-2020. The Community Support Service Agreement requires that the Bastrop Opera House attend a regular meeting of the City Council on a quarterly basis to make a public presentation on their progress related to the Scope of Services identified in the agreement. Those services include:

- Presenting an annual season of theater performances and productions designed to enrich the authentic Bastrop experience
- Increase overnight visitation by appealing to out of town visitors.

**POLICY EXPLANATION:**

Chapter 351.101 of the Texas Local Government Code authorizes the use of Hotel Occupancy Tax (HOT) revenue for the encouragement, promotion, improvement, and application of the arts. The statute also allows for advertising and conducting of promotional programs to encourage tourists to visit preserved historic sites. The services outlined in the Community Support Service Agreement with the Bastrop Opera House also support the goals and objectives of the City of Bastrop Comprehensive Plan 2036.

**ATTACHMENT(S):**

- PowerPoint Presentation

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# Bastrop Opera House Quarterly Report



# Clue

THE MUSICAL



Clue The Musical  
October 11-26, 2019  
Tickets Sold: 706

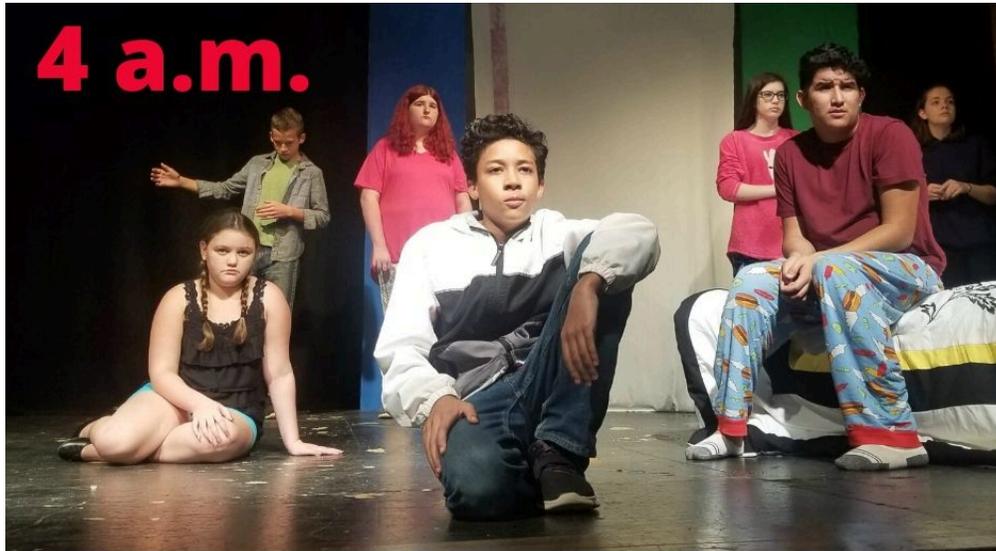
Guy Forsyth &  
Jeska Bailey  
Concert  
November 2,  
2019

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November 2019  
Youth Productions  
"Romeo and Juliet For Kids"  
"4 a.m."

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Best Christmas Pageant Ever  
The Musical  
December 6-21, 2019  
Tickets sold: 814



New Year's Eve Gala  
December 31, 2019

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**Bastrop Opera House**

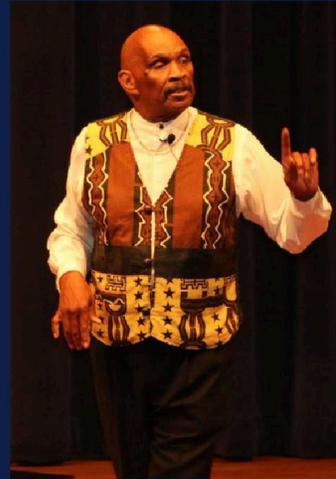
*presents*

# "Sittin' On The Nickel"

*Accounts of growing up in Houston  
during the civil rights movement*

**Decee  
Cornish**

*Multi Award  
Winning Storyteller*



**February 8th, 2:30 pm**

Bastrop Opera House - 711 Spring Street - Bastrop, Texas 78602  
purchase tickets at [bastropoperahouse.com](http://bastropoperahouse.com)



A  
VALENTINE CABARET

FEB 14 & 15

DINNER 7:00  
& SHOW 8:00

PERFORMERS



*Lisa Holcomb*



*Aline Forastieri*



*Kelsey Helton*



*Bob Jackson*



*Jason Lucio*



*Jacob Layton*

PURCHASE TICKETS AT [BASTROPERAHOUSE.COM](http://BASTROPERAHOUSE.COM)

BASTROP OPERA HOUSE 711 SPRING STREET BASTROP, TX 78602



Coming in  
March

**Fools**  
a comedy by  
**NEIL SIMON**

Ticket Sales September through  
December 2019: 2,182  
Total Tickets sold to patrons from  
outside of Bastrop: 862

- Volunteer Hours September-December 2019
- 860 Volunteer Hours
- Includes:
  - Box office/concession
  - Tech/Lights /Sound
  - Stage Managing/Set Design



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6D

**TITLE:**

Receive Presentation and Update from the Lost Pines Art Center.

**STAFF REPRESENTATIVE:**

Trey Job, Assistant City Manager of Development Services

**BACKGROUND/HISTORY:**

On September 24, 2019, City Council approved a Community Support Service Agreement with the Lost Pines Art Center to provide arts and culture programs and community activities in the amount of Eighty Five Thousand and 00/100 Dollars (\$85,000) for FY 2019-2020. The Community Support Service Agreement requires that the Lost Pines Art Center attend a regular meeting of the City Council on a quarterly basis to make a public presentation on their progress related to the Scope of Services identified in the agreement. Those services include:

- Provide 9-12 months of programs designed to appeal to locals and tourists.
- Show Art Exhibits-regionally or nationally known artist exhibits
- Track number of attendees and create opportunity to track primary market origin.

**POLICY EXPLANATION:**

Chapter 351.101 of the Texas Local Government Code authorizes the use of Hotel Occupancy Tax (HOT) revenue for the encouragement, promotion, improvement, and application of the arts. The statute also allows for advertising and conducting of promotional programs to encourage tourists to visit preserved historic sites. The services outlined in the Community Support Service Agreement with the Lost Pines Art Center also support the goals and objectives of the City of Bastrop Comprehensive Plan 2036.

**ATTACHMENT(S):**

- PowerPoint Presentation



# LOST PINES ART CENTER

## Bastrop, TX

# Programs & Events Highlights

- ▶ **Art After Dark** – each First Saturday
- ▶ **Experiences:**
  - ▶ Acrylic Pour
  - ▶ Unwind
  - ▶ Glass Blowing
- ▶ **Salinas** working with schools
- ▶ **Lavish Fest**
- ▶ **Handmade Holiday**
- ▶ Numerous classes, workshops, private events, guided tours
- ▶ Social Media

**Art After Dark** Music. Wine. Food. Art.  
2.1.20 • 6-8:00PM  
at the Lost Pines Art Center

**Brian Joseph ~ Bydeeman**

- Join us for his new exhibit in the Art of the Pines Gallery
- Meet Member Artist of the Month, Theresa Dawson and enter her raffle contest for prints!
- Live music, 6:00-7:00
- Art Talk, Q&A with Brian Joseph, 7:00-7:30
- Complementary snacks and refreshments

**Admission is free!**

1204 Chestnut Street,  
Bastrop, TX 78602  
512.321.8055  
lostpinesartcenter.org

Texas Commission on the Arts | BASTROPTX | LOST PINES Art Center | Texas DOWNTOWN ASSOCIATION AWARD-WINNER

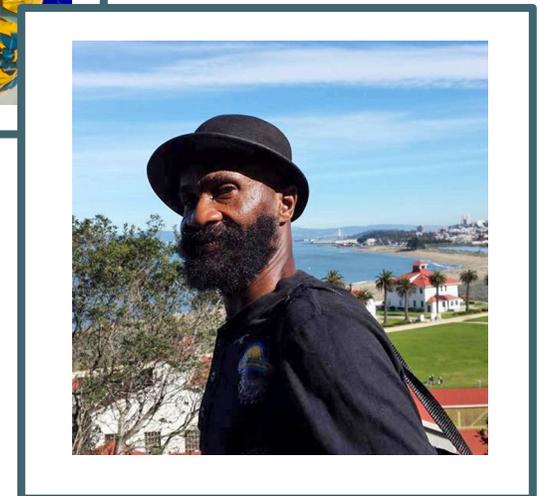
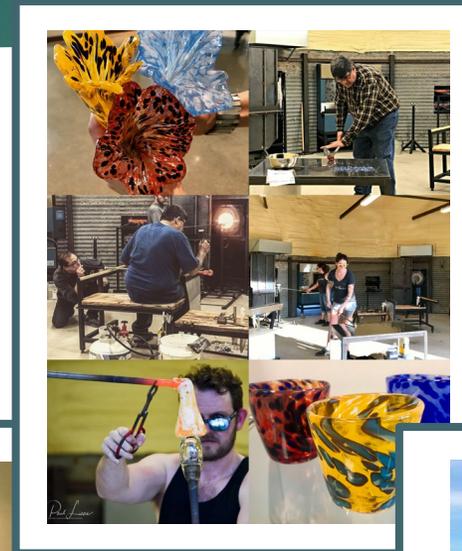
# Venues



- ▶ 2 Weddings
- ▶ Infrared Drone Training
- ▶ Chamber of Commerce – Mingle Jingle

# Upcoming Events

- ▶ **Art After Dark**, every first Saturday
  - ▶ Faye Barber and Wendy Layne
  - ▶ Bydeeman – Brian Joseph
  - ▶ Austin Pastel Society
- ▶ **Art Getaway**, Spring edition
- ▶ **Wine & Unwind**
- ▶ **Art Immersion**
- ▶ **Main Event**



# Volunteerism

- ▶ **59 volunteers during quarter**
  - ▶ Art hanging and displaying
  - ▶ Art demonstrations
  - ▶ Assisting with events
  - ▶ Member art improvement and business programs
  - ▶ Gallery docent
  - ▶ Facilitating free kids programs
  - ▶ Scheduling volunteers
  - ▶ Artist scouts
  - ▶ Cleaning, organizing, painting, data entry



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6E

**TITLE:**

Receive quarterly update from the Bastrop Family Branch of the YMCA of Austin.

**STAFF REPRESENTATIVE:**

Terry Moore, YMCA of Austin/Bastrop Branch Executive Director  
Trey Job, Assistant City Manager of Development Services

**BACKGROUND/HISTORY:**

On September 24, 2019, City Council approved a Community Support Service Agreement with the YMCA of Austin/Bastrop Branch (YMCA) to provide recreational services and operate the Bastrop State Park Pool in the amount of Seventy-Nine Thousand Eight Hundred and 00/100 Dollars (\$79,800) for FY 2019-2020. The Community Support Service Agreement requires that the YMCA attend a regular meeting of the City Council on a quarterly basis to make a public presentation on their progress related to the Scope of Services identified in the agreement.

The Bastrop YMCA provides quality recreational programs for the community in partnership with the City of Bastrop. The FY 2019-2020 Community Support Service Agreement requires that recreational programs and activities be designed to benefit and include persons of all backgrounds. The following services are required to be provided during this agreement period:

- Minimum of six (6) youth sports seasons such as soccer, tennis, and volleyball
- Various enrichment programs monthly, such as art, Youth & Government, and nutrition
- Weekly Health & Wellness programs for all ages
- Operate and manage the State Park Pool with aquatic activities including swim lessons, water fitness, open and public swim, and youth job opportunities
- Family park events, including but not limited to Safety Month, Field Days, Halloween Bash, Happy Healthy New Year's Bash, and Movies in the Park
- Outreach programs such as youth summer programming, pickleball, teen events, and senior programming

**POLICY EXPLANATION:**

The City Council's focus areas of Economic Vitality, Fiscal Responsibility, Organizational Excellence, and Unique Environment are supported through this partnership for recreational services and through the programs offered to our customers by the YMCA. The services outlined in the Community Support Service Agreement with the YMCA also support the following goals and objectives of the City of Bastrop Comprehensive Plan 2036:

- **Goal 3.1:** *Provide adequate and appropriate public facilities and services to maintain the safety and quality of life of residents, visitors, and workers in Bastrop*
- **Goal 3.3:** *Engage in partnerships with other public entities to maximize the utility of, and access to public buildings and grounds.*

**ATTACHMENTS:**

- Powerpoint



# 1<sup>st</sup> QUARTER REPORT

FY 2020



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

# YES!

# EVERYONE GETS TO PLAY AT THE Y!



## 2019 MEMBERSHIP

- Oct-Nov is up 66% over 2018/59% over 2017
- Membership as of 12/30/19 – 314 Units/108 Silvers

### Membership For All - Financial Assistance Program

At the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive. Each year, we provide over two million dollars in financial assistance locally, thanks to generous gifts from our members and donors through our annual giving campaign, grants and special events.



# HERE FOR GOOD

## PARTICIPATED IN:

- \*ARBOR DAY CELEBRATION
- \*CHRISTMAS PARADE

- \*PARKS BOARD MEETINGS
- \*JUNETEENTH MEETINGS

## ORGANIZED:

- \*HALLOWEEN FEST



## PROGRAM GROWTH

- GYMNASTICS
- YOUTH & GOVERNMENT
- YOUTH FLAG FOOTBALL
- ADULT SOCCER
- PICKLEBALL
- WINTER BALLET RECITAL

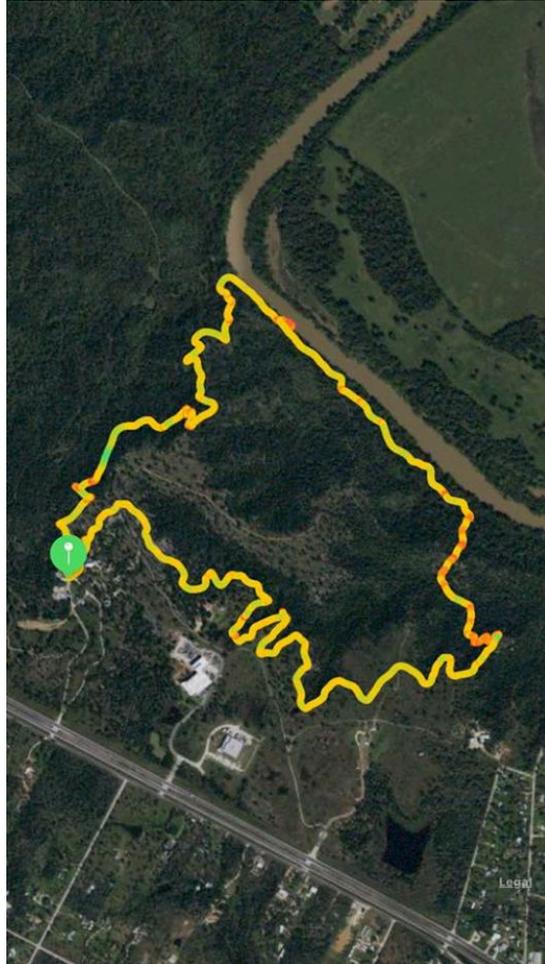


# YOUR TEAM IS CALLING





Lovely weather for today's hike at McKinney  
Roughs. 4.6 miles



## ACTIVE OLDER ADULT PROGRAMS

- WEEKLY HIKES
- MEMBER SOCIALS
- SILVER SNEAKERS
- AOA STRONG
- CHAIR YOGA

# WORKING HARD FOR GOOD



# LOTS OF SUNSHINE AHEAD IN 2020

- NEW GYM
- ADDITIONAL CHILDWATCH HOURS
- LARGER GROUP EXERCISE SPACE
- CENTRALIZED STAFF AND LOCATIONS FOR BETTER COHESION
- PERSONAL TRAINING
- MI MUNDO
- TODDLER TIME
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MORE OPPORTUNITY TO  
BUILD COMMUNITY



# GROWING FOR GOOD





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6F

**TITLE:**

Receive presentation on the Quarterly Investment Report for the period ending December 31, 2019.

**STAFF REPRESENTATIVE:**

Tracy Waldron, Chief Financial Officer

**BACKGROUND/HISTORY:**

The Chief Financial Officer has been slow diversifying the funds available for investment to increase the rate of return we have seen in the past while safekeeping our principle. As you can see from this report, we have expanded our Certificates of Deposits, and purchased some agency funds, which are yielding a better rate of return than the investment pools.

**POLICY EXPLANATION:**

This reporting requirement is set forth by the Public Funds Investment Act, Texas Government Code, Chapter 2256 and is also a requirement of the City of Bastrop Financial Management Policies, Chapter VIII. ASSET MANAGEMENT, Section C. INVESTMENT PERFORMANCE, as adopted by Resolution R-2019-90 on October 22, 2019.

**FUNDING SOURCE:**

NA

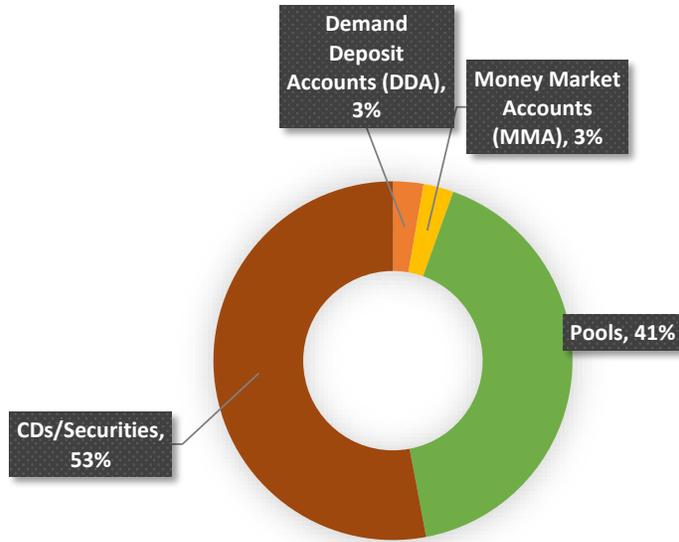
**ATTACHMENTS:**

- Quarterly Investment Report for the period ending December 31, 2019.

**City of Bastrop**  
**Quarterly Investment Report**  
**Portfolio Summary**  
**period ending December 31, 2019**

Investments Description	September 30, 2019		December 31, 2019		QTD
	Book Value	Market Value	Book Value	Market Value	Interest Earned
Demand Deposit Accounts (DDA)	\$ 543,869	\$ 687,173	\$ 768,484	\$ 768,484	\$ 3,851
Money Market Accounts (MMA)	\$ 1,715,541	\$ 1,715,541	\$ 765,708	\$ 855,707	\$ 1,764
Pools	\$ 12,650,147	\$ 12,650,148	\$ 11,671,817	\$ 11,671,817	\$ 50,191
CDs/Securities	\$ 13,827,355	\$ 11,889,334	\$ 14,869,322	\$ 14,913,573	\$ 91,367
<b>Total Investments</b>	<b>\$ 28,736,911</b>	<b>\$ 26,942,196</b>	<b>\$ 28,075,331</b>	<b>\$ 28,209,581</b>	<b>\$ 147,172</b>

Policy states at least 10% of the portfolio should be in highly liquid securities we have 47%.



*The investment portfolio of the City of Bastrop is in compliance with the Public Investment Act and the Investment Policy and Strategies.*

Prepared by:

*Tracy Waldron*

Tracy Waldron, Chief Financial Officer

City of Bastrop

Detail of Investment Holdings

period ending December 31, 2019

Type	BANK/ BROKER	CUSIP #/ Account #	YIELD	MATURITY DATE	September 30, 2019 Book Value	Purchase/ Adjustments	Sales/Adjust/ Call/Maturity	December 31, 2019 Book Value	December 31, 2019 Market Value
DDA	FNB-Pooled Cash				\$ 543,869			\$ 768,484	\$ 768,484
MMA	FNB-Escrow Acct				\$ 250,876			\$ 251,044	\$ 251,044
MMA	FNC-Dreyfus				\$ 424,572			\$ 10,118	\$ 10,118
MMA	MBS-MM Acct				\$ 1,040,093			\$ 504,545	\$ 594,545
Pools	Texpool				\$ 560,801			\$ 1,113,479	\$ 1,113,479
Pools	Texas Class				\$ 5,939,568			\$ 4,787,633	\$ 4,787,633
Pools	Texas Term				\$ 6,149,778			\$ 5,770,705	\$ 5,770,705
Security	FHLMC	3134GATH7	1.43%	4/28/2020	\$ 499,486		\$ 499,486	\$ -	\$ -
Security	FHLMC	3130ACHA5	1.75%	9/28/2020	\$ 499,625		\$ 499,625	\$ -	\$ -
Security	FHLMC	3134GBG55	1.93%	9/29/2020	\$ 248,980			\$ 248,980	\$ 250,173
Security	Intern Bk	45905UQ23	2.00%	10/30/2020	\$ 520,488		\$ 520,488	\$ -	\$ -
Security	FFCD	3133EKLH7	2.44%	5/14/2021	\$ 502,099		\$ 502,099	\$ -	\$ -
Security	FHLN	3130AGEC5	2.50%	2/24/2021	\$ 525,525			\$ 525,525	\$ 525,252
Security	FHLN	3130A9F89	1.70%	9/30/2021	\$ -	\$ 499,814		\$ 499,814	\$ 499,490
Security	FMCC	3134GUKC3	1.79%	10/21/2021	\$ -	\$ 540,390		\$ 540,390	\$ 540,011
Security	FNMA	3135GOF73	1.64%	11/30/2020	\$ -	\$ 674,173		\$ 674,173	\$ 674,764
Security	FNMA	3135GOU27	1.63%	4/13/2021	\$ -	\$ 507,586		\$ 507,586	\$ 505,830
CD	Frontier	501272	0.95%	5/25/2020	\$ 253,152			\$ 253,854	\$ 253,854
CD	FNC	14042RKA8	1.75%	11/8/2019	\$ 247,000		\$ 247,000	\$ -	\$ -
CD	FNC	95536KAC2	2.35%	11/8/2019	\$ 245,000		\$ 245,000	\$ -	\$ -
CD	FNC	90421MCB7	2.35%	11/12/2019	\$ 245,000		\$ 245,000	\$ -	\$ -
CD	FNC	90352RAA3	1.80%	11/18/2019	\$ 247,000		\$ 247,000	\$ -	\$ -
CD	MBS	474067AG0	1.90%	11/22/2019	\$ 247,000		\$ 247,000	\$ -	\$ -
CD	FNC	61747MG47	2.20%	1/21/2020	\$ 247,000			\$ 247,000	\$ 247,082
CD	FNC	27002YDN3	2.40%	3/16/2020	\$ 245,000			\$ 245,000	\$ 245,390
CD	FNC	38148PZR1	2.50%	3/23/2020	\$ 245,000			\$ 245,000	\$ 245,475
CD	FNC	32021SEU6	2.40%	3/23/2020	\$ 245,000			\$ 245,000	\$ 245,419
CD	FNC	101120DX8	2.40%	3/23/2020	\$ 151,000			\$ 151,000	\$ 151,260
CD	FNC	92937CGZ5	2.40%	3/23/2020	\$ 245,000			\$ 245,000	\$ 245,417
CD	FNC	066851WA0	2.50%	3/30/2020	\$ 190,000		\$ 190,000	\$ -	\$ -
CD	FNC	465076KG1	2.70%	5/4/2020	\$ 246,000			\$ 246,000	\$ 246,878
CD	FNC	PER200EA3	2.70%	5/4/2020	\$ 200,000			\$ 200,000	\$ 200,000
CD	FNC	23204HFR4	2.40%	11/25/2019	\$ 245,000		\$ 245,000	\$ -	\$ -
CD	FNC	61760ALP2	2.75%	6/1/2020	\$ 246,000			\$ 246,000	\$ 247,132
CD	FNC	46176PHV0	2.75%	6/1/2020	\$ 246,000			\$ 246,000	\$ 247,132
CD	FNC	87165FVG6	2.65%	5/4/2020	\$ 246,000			\$ 246,000	\$ 246,836
CD	FNC	033537AK7	2.60%	5/8/2020	\$ 213,000			\$ 213,000	\$ 213,711
CD	FNC	91435LAN7	2.85%	6/19/2020	\$ 249,000			\$ 249,000	\$ 250,387
CD	MBS	02007GDZ3	2.70%	7/27/2020	\$ 130,000			\$ 130,000	\$ 130,774
CD	FNC	72247PAC0	2.80%	8/31/2020	\$ 249,000			\$ 249,000	\$ 250,905
CD	FNC	286283AA4	2.80%	9/19/2020	\$ 249,000			\$ 249,000	\$ 251,049
CD	FNC	02007GFL2	2.90%	10/13/2020	\$ 88,000			\$ 88,000	\$ 88,858
CD	FNC	20451PWF9	3.10%	12/4/2020	\$ 246,000			\$ 246,000	\$ 249,272
CD	FNC	59013J5Q8	3.10%	12/7/2020	\$ 249,000			\$ 249,000	\$ 252,334
CD	MBS	17294XMS2	2.85%	1/19/2021	\$ 245,000			\$ 245,000	\$ 245,078
CD	FNC	49254FAC0	3.10%	12/21/2020	\$ 249,000			\$ 249,000	\$ 252,466
CD	MBS	02007GHL0	2.60%	2/16/2021	\$ 67,000			\$ 67,000	\$ 67,696
CD	FNC	21050BAE0	2.85%	2/22/2021	\$ 249,000			\$ 249,000	\$ 252,334
CD	FNC	903572DJ1	2.40%	7/20/2020	\$ 110,000			\$ 110,000	\$ 110,455
CD	FNC	723605AT8	2.40%	10/19/2020	\$ 249,000			\$ 249,000	\$ 250,489
CD	FNC	7954502G9	2.45%	4/19/2021	\$ 247,000			\$ 247,000	\$ 249,455
CD	FNC	17294XRM0	2.45%	4/15/2021	\$ 247,000			\$ 247,000	\$ 247,529
CD	FNC	33847E2G1	2.45%	5/24/2021	\$ 246,000			\$ 246,000	\$ 248,610
CD	FNC	12547CAF5	2.50%	11/23/2020	\$ 246,000			\$ 246,000	\$ 247,847
CD	FNC	649447SR1	2.45%	5/22/2020	\$ 244,000			\$ 244,000	\$ 244,739
CD	FNC	29367SJH8	2.45%	11/27/2020	\$ 249,000		\$ 249,000	\$ -	\$ -
CD	FNC	3495FTCJ6	2.45%	5/29/2020	\$ 244,000			\$ 244,000	\$ 244,776
CD	FNC	06251AW89	2.10%	7/19/2021	\$ 247,000			\$ 247,000	\$ 248,551
CD	FNC	35471TFF4	2.10%	7/23/2021	\$ 249,000			\$ 249,000	\$ 249,070
CD	FNC	98138MAD2	2.20%	7/23/2021	\$ 249,000			\$ 249,000	\$ 250,962
CD	FNC	48128H5S3	1.95%	8/20/2021	\$ 248,000			\$ 248,000	\$ 248,107

**City of Bastrop**  
**Detail of Investment Holdings**  
**period ending December 31, 2019**

Type	BANK/ BROKER	CUSIP #/ Account #	YIELD	MATURITY DATE	September 30, 2019 Book Value	Purchase/ Adjustments	Sales/Adjust/ Call/Maturity	December 31, 2019 Book Value	December 31, 2019 Market Value
CD	FNC	32023QAL2	1.90%	2/23/2021	\$ 249,000			\$ 249,000	\$ 249,040
CD	FNC	227563AV5	1.85%	9/27/2021	\$ 247,000			\$ 247,000	\$ 247,640
CD	FNC	149159PC3	1.80%	9/27/2021	\$ 247,000			\$ 247,000	\$ 247,427
CD	FNC	150517FP0	1.80%	9/30/2021	\$ 249,000			\$ 249,000	\$ 249,022
CD	FNC	45673KAX4	1.90%	4/10/2021	\$ -	\$ 249,000		\$ 249,000	\$ 249,710
CD	FNC	59101LHS9	1.75%	2/26/2021	\$ -	\$ 191,000		\$ 191,000	\$ 191,017
CD	FNC	05580ATA2	1.70%	11/22/2021	\$ -	\$ 247,000		\$ 247,000	\$ 246,973
CD	FNC	50625LAN3	1.70%	11/22/2021	\$ -	\$ 249,000		\$ 249,000	\$ 248,973
CD	FNC	856285RR4	1.85%	11/29/2021	\$ -	\$ 247,000		\$ 247,000	\$ 247,664
CD	FNC	397129AD9	1.70%	11/27/2020	\$ -	\$ 227,000		\$ 227,000	\$ 227,091
CD	FNC	474067AS4	1.90%	12/10/2021	\$ -	\$ 248,000		\$ 248,000	\$ 248,637
CD	MBS	49228XAJ9	1.80%	12/10/2021	\$ -	\$ 245,000		\$ 245,000	\$ 245,431
CD	MBS	310336DB5	1.60%	8/13/2021	\$ -	\$ 245,000		\$ 245,000	\$ 244,640
CD	FNC	949495AE5	1.70%	12/13/2021	\$ -	\$ 249,000		\$ 249,000	\$ 248,960
CD	FNC	79772FAB2	1.85%	12/30/2021	\$ -	\$ 249,000		\$ 249,000	\$ 248,502
CD	MBS	33646CLT9	1.70%	10/29/2021	\$ -	\$ 110,000		\$ 110,000	\$ 109,997
TOTAL					\$ 28,736,911	\$ 4,977,963	\$ 3,936,698	\$ 28,075,331	\$ 28,209,581

		BEGINNING	TOTAL	TOTAL	ENDING	AVERAGE
		BALANCE	DEBITS	CREDITS	BALANCE	DAILY
						BALANCE
WATER/WASTEWATER FUND						
202-00-00-1010	XS RANCH WELL MI	250,875.75	168.44	0.00	251,044.19	250,938.91
202-00-00-1100	TEXAS TERM	150.71	0.00	0.00	150.71	150.71
FUND 202 TOTAL		251,026.46	168.44	0.00	251,194.90	251,089.62
2019 REVENUE BOND						
261-00-00-1000	CLAIM ON CASH 20	0.00	295,559.72	295,559.72CR	0.00	19,653.74
261-00-00-1100	TEX TERM	961,459.60	83,108.79	295,559.72CR	749,008.67	847,968.16
FUND 261 TOTAL		961,459.60	378,668.51	591,119.44CR	749,008.67	867,621.90
FAIRVIEW CEMETERY-PERMAN						
526-00-00-1142	CERT OF DEPOSIT-	253,151.80	701.89	0.00	253,853.69	253,456.97
526-00-00-1148	CD - FNB	0.00	0.00	0.00	0.00	0.00
526-00-00-1149	CERT OF DEPOSIT-	130,000.00	0.00	0.00	130,000.00	130,000.00
FUND 526 TOTAL		383,151.80	701.89	0.00	383,853.69	383,456.97
2013 COMB REV/TAX BOND						
724-00-00-1100	TEXAS TERM	1,249,915.14	4,908.77	184,134.97CR	1,070,688.94	1,124,731.66
FUND 724 TOTAL		1,249,915.14	4,908.77	184,134.97CR	1,070,688.94	1,124,731.66
CO 2014 SERIES						
725-00-00-1100	TEXAS TERM	0.00	0.00	0.00	0.00	0.00
FUND 725 TOTAL		0.00	0.00	0.00	0.00	0.00
CO 2018 SERIES						
726-00-00-1100	TEXAS TERM CO 20	3,496,582.98	16,017.81	6,100.00CR	3,506,500.79	3,500,910.33
FUND 726 TOTAL		3,496,582.98	16,017.81	6,100.00CR	3,506,500.79	3,500,910.33
2019 LIMITED TAX NOTE						
727-00-00-1000	CLAIM ON CASH	0.00	684.60	684.60CR	0.00	0.00
727-00-00-1100	TEXAS TERM	441,670.00	2,685.63	0.00	444,355.63	442,416.19
FUND 727 TOTAL		441,670.00	3,370.23	684.60CR	444,355.63	442,416.19

	BEGINNING BALANCE	TOTAL DEBITS	TOTAL CREDITS	ENDING BALANCE	AVERAGE DAILY BALANCE
POOLED CASH FUND					
991-00-00-1000 POOLED CASH ACCO	543,868.54	13,259,368.57	13,034,752.67CR	768,484.44	679,927.76
991-00-00-1100 TEX POOL	560,801.10	552,677.73	0.00	1,113,478.83	615,499.15
991-00-00-1105 TEXAS CLASS	5,939,567.99	4,083,760.98	5,235,696.00CR	4,787,632.97	4,244,997.14
991-00-00-1135 DREYFUS MM ACCT	424,572.15	1,968,546.29	2,383,000.00CR	10,118.44	258,790.26
991-00-00-1136 MULTI-BANK SECUR	1,040,092.90	2,962,603.98	3,498,151.67CR	504,545.21	768,858.11
991-00-00-1140 CERTIFICATE OF D	0.00	0.00	0.00	0.00	0.00
991-00-00-1141 CERTIFICATE OF D	10,089,000.00	2,383,000.00	1,895,000.00CR	10,577,000.00	10,279,239.13
991-00-00-1146 CERTIFICATES OF	559,000.00	1,100,000.00	747,000.00CR	912,000.00	580,804.35
991-00-00-1147 U.S. AGENCY	2,796,203.38	2,896,052.23	2,695,787.52CR	2,996,468.09	3,053,595.68
<hr/> FUND 991 TOTAL	<hr/> 21,953,106.06	<hr/> 29,206,009.78	<hr/> 29,489,387.86CR	<hr/> 21,669,727.98	<hr/> 20,481,711.58
 REPORT TOTALS	 28,736,912.04	 29,609,845.43	 30,271,426.87CR	 28,075,330.60	 27,051,938.25
	=====	=====	=====	=====	=====



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6G

**TITLE:**

Receive presentation on the unaudited Monthly Financial Report for the period ending December 31, 2019.

**STAFF REPRESENTATIVE:**

Tracy Waldron, Chief Financial Officer

**BACKGROUND/HISTORY:**

The Chief Financial Officer provides the City Council a monthly financial report overview for all funds to include detailed analysis for General Fund, Water-Wastewater Fund, Bastrop Power & Light and the HOT Tax Fund.

**REVENUE**

General fund is exceeding revenue forecast by 7%. This is attributed to the timing of property tax receipts and development fees being received. All other funds are running positive to forecast except the cemetery fund.

**EXPENDITURES**

All funds are positive variance to forecasted expenditures year to date.

**POLICY EXPLANATION:**

This reporting requirement is set forth by the City of Bastrop Financial Management Policies, Chapter IV. Operating Budget, Section D. Reporting, as adopted by Resolution R-2019-90 on October 22, 2019.

**FUNDING SOURCE:**

N/A

**ATTACHMENTS:**

- Unaudited Monthly Financial Report for the period ending December 31, 2019

# CITY OF BASTROP

Comprehensive Monthly Financial Report  
December 2019



# Performance at a Glance as of December 31, 2019



	YEAR TO DATE	REFERENCE
<b>ALL FUNDS SUMMARY</b>		
ALL FUNDS SUMMARY	POSITIVE	Page 4-5
GENERAL FUND REV VS EXP	POSITIVE	Page 6
SALES TAXES	WARNING	Page 7
PROPERTY TAXES	POSITIVE	Page 8
WATER/WASTEWATER FUND REV VS EXP	POSITIVE	Page 9
WATER/WASTEWATER REVENUES	POSITIVE	Page 10
ELECTRIC FUND REV VS EXP	POSITIVE	Page 11
ELECTRIC REVENUES	POSITIVE	Page 12
HOT TAX FUND REV VS EXP	POSITIVE	Page 13
HOTEL OCCUPANCY TAX REVENUES	POSITIVE	Page 14
Legal fees	N/A	Page 15
<b>PERFORMANCE INDICATORS</b>		
<b>POSITIVE</b>	= Positive variance or negative variance < 1% compared to seasonal trends	
<b>WARNING</b>	= Negative variance of 1-5% compared to seasonal trends	
<b>NEGATIVE</b>	= Negative variance of > 5% compared to seasonal trends	

ECONOMIC INDICATORS	December 31, 2019– NEWS FOR YOU
<b>ECONOMY</b>	
<p><u>National:</u>                       Real gross domestic product (GDP) increased at an annual rate of 2.1% in the 3<sup>rd</sup> quarter of 2019. This is up from 2.0% from 2<sup>nd</sup> quarter 2019. The personal income increased by .5% in November 2019. (All of these reported by the Bureau of Economic Analysis.)</p> <p><u>U.S. Retail Sales:</u>                       Up .2% in November 2019.</p> <p><u>Texas Leading Index:</u>                       This index is a single summary statistic that sheds light on the future of the state's economy. The index is a composition of eight leading indicators. The index is at 128.75 in November 2019, up from 127.78 Oct. 2019 and up .95% from one year ago.</p>	<p>Attached is the Comprehensive Monthly Financial report for Dec. 2019. This is 3 months of FY2020, or 25% of the fiscal year is complete.</p> <p><u>Revenues:</u> Overall, the City has earned \$12,858,184. This amount is 28.5% of the approved budget of \$45,171,978 and is 5% higher than the amount forecasted through the month of Dec.</p> <p><u>Expense:</u> Overall, the City has spent 4.8% less than forecasted.</p>
<b>UNEMPLOYMENT</b>	<b>Noteworthy</b>
<p><u>State-wide:</u>                       The state unemployment is 3.3% in October 2019 which is the same as August 2019.</p> <p><u>Bastrop:</u>                       Bastrop County has an unemployment rate of 2.8% in November 2019 which is down from October 2019.</p>	N/A

# BUDGET SUMMARY OF ALL FUNDS

	<u>FY2020 Budget</u>	<u>FY2020 Forecast</u>	<u>FY2020 YTD</u>	<u>Variance</u>
<b><u>Revenues:</u></b>				
General	\$ 12,229,361	\$ 3,741,903	\$ 4,004,817	7.0%
Designated	59,710	16,453	20,390	23.9%
Innovation	77,000	3,675	3,675	0.0%
Street Maintenance	164,000	156,500	160,472	2.5%
Debt Service	2,787,826	1,425,804	1,589,589	11.5%
Water/Wastewater	6,211,564	1,370,486	1,471,507	7.4%
Water/Wastewater Debt	1,900,885	326,248	328,389	0.7%
Water/Wastewater Capital Proj	3,070,000	2,270,500	2,275,369	0.2%
Impact Fees	420,850	100,213	102,786	2.6%
Vehicle & Equipment Replacement	461,692	171,673	173,790	1.2%
Electric	7,126,562	1,431,124	1,489,938	4.1%
HOT Tax Fund	3,696,556	920,708	918,916	-0.2%
Library Board	20,550	3,088	11,704	279.0%
Cemetery	106,250	16,213	8,969	-44.7%
Capital Bond Projects	3,349,644	21,161	26,762	26.5%
Grant Fund	2,863,125	-	-	0.0%
Park/Trail Land Dedicaiton	1,000	250	601	140.4%
Hunter's Crossing PID	625,403	270,177	270,510	0.1%
<b>TOTAL REVENUES</b>	<b>\$ 45,171,978</b>	<b>\$ 12,246,176</b>	<b>\$ 12,858,184</b>	<b>5.0%</b>

**POSITIVE**  
**WARNING**  
**NEGATIVE**

= Positive variance or negative variance < 1% compared to forecast  
 = Negative variance of 1-5% compared to forecast  
 = Negative variance of >5% compared to forecast

**BUDGET SUMMARY OF ALL FUNDS**

	<u>FY2020 Budget</u>	<u>FY2020 Forecast</u>	<u>FY2020 YTD</u>	<u>Variance</u>
<b><u>Expense:</u></b>				
General	\$ 12,030,369	\$ 2,660,783	\$ 2,618,418	-1.6%
Designated	471,950	4,195	3,425	-18.4%
Innovation	976,059	267,600	195,580	-26.9%
Street Maintenance	1,183,945	5,000	3,590	-28.2%
Debt Service	2,752,618	4,030	1,613	-60.0%
Water/Wastewater	6,174,738	1,364,421	1,349,004	-1.1%
Water/Wastewater Debt	3,870,887	2,000,000	2,000,000	0.0%
Water/Wastewater Capital Proj.	4,150,400	605,000	581,186	-3.9%
Impact Fees	732,691	-	-	0.0%
Vehicle & Equipment Replacement	356,500	94,950	94,940	0.0%
Electric	7,702,248	1,788,213	1,783,613	-0.3%
HOT Tax Fund	4,204,066	2,051,365	1,566,922	-23.6%
Library Board	23,453	5,863	428	-92.7%
Park Dedication	100,000	-	-	0.0%
Cemetery	118,429	35,932	33,635	-6.4%
Hunter's Crossing PID	1,036,148	486,311	486,133	0.0%
Capital Projects (Bond)	7,687,289	2,896,320	2,854,168	-1.5%
Grant Fund	2,863,125	231,500	231,681	0.1%
<b>TOTAL EXPENSES</b>	<b>\$ 56,434,915</b>	<b>\$ 14,501,483</b>	<b>\$ 13,804,336</b>	<b>-4.8%</b>
Surplus/(Shortfall)	\$ (11,262,938)	\$ (2,255,307)	\$ (946,152)	-58.0%

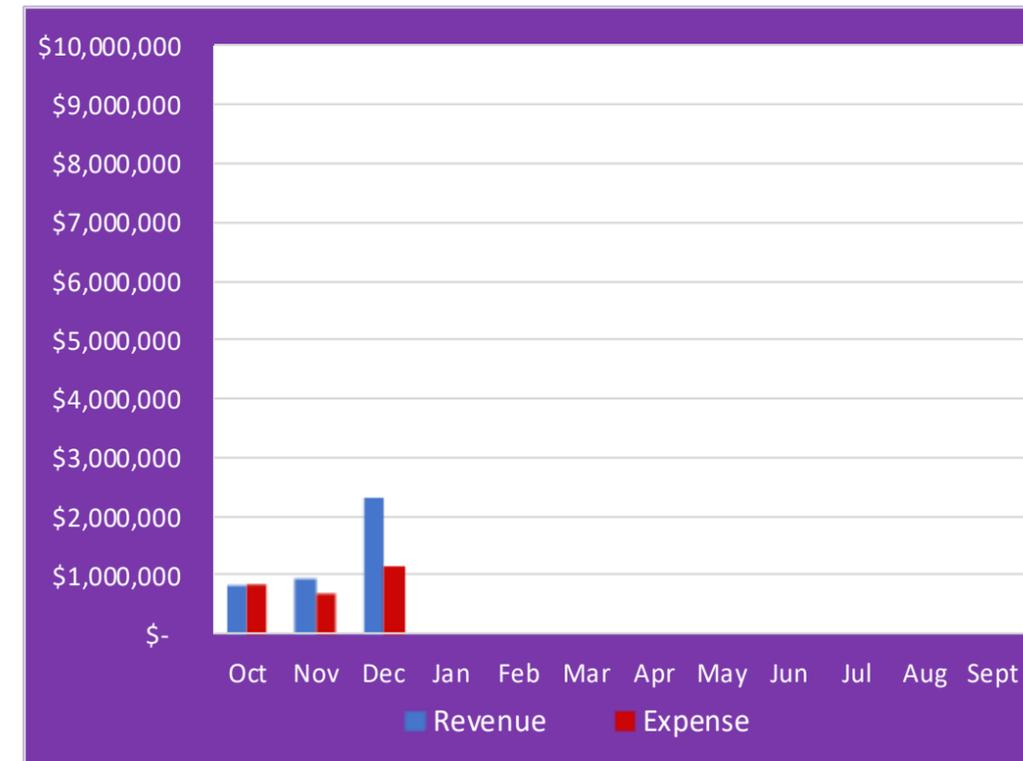
<b>POSITIVE</b>	= Negative variance or positive variance < 1% compared to forecast
<b>WARNING</b>	= Positive variance of 1-5% compared to forecast
<b>NEGATIVE</b>	= Positive variance of >5% compared to forecast

# COMPREHENSIVE MONTHLY FINANCIAL REPORT – December 2019

## OVERALL FUND PERFORMANCE

### GENERAL FUND REVENUES VS EXPENSES

<u>Month</u>	<u>FY2020 Revenue</u>	<u>FY2020 Expense</u>	<u>Monthly Variance</u>
Oct	\$ 793,594	\$ 824,583	\$ (30,989)
Nov	927,420	679,143	\$ 248,277
Dec	2,283,803	1,114,692	\$ 1,169,111
Jan			\$ -
Feb			\$ -
Mar			\$ -
Apr			\$ -
May			\$ -
Jun			\$ -
Jul			\$ -
Aug			\$ -
Sept			\$ -
<b>Total</b>	<b>\$ 4,004,817</b>	<b>\$ 2,618,418</b>	<b>\$ 1,386,399</b>
Cumulative Forecast	\$ 3,741,903	\$ 2,660,783	\$ 1,081,120
Actual to Forecast \$	\$ 262,914	\$ 42,365	\$ 305,279
Actual to Forecast %	7.03%	1.59%	8.62%



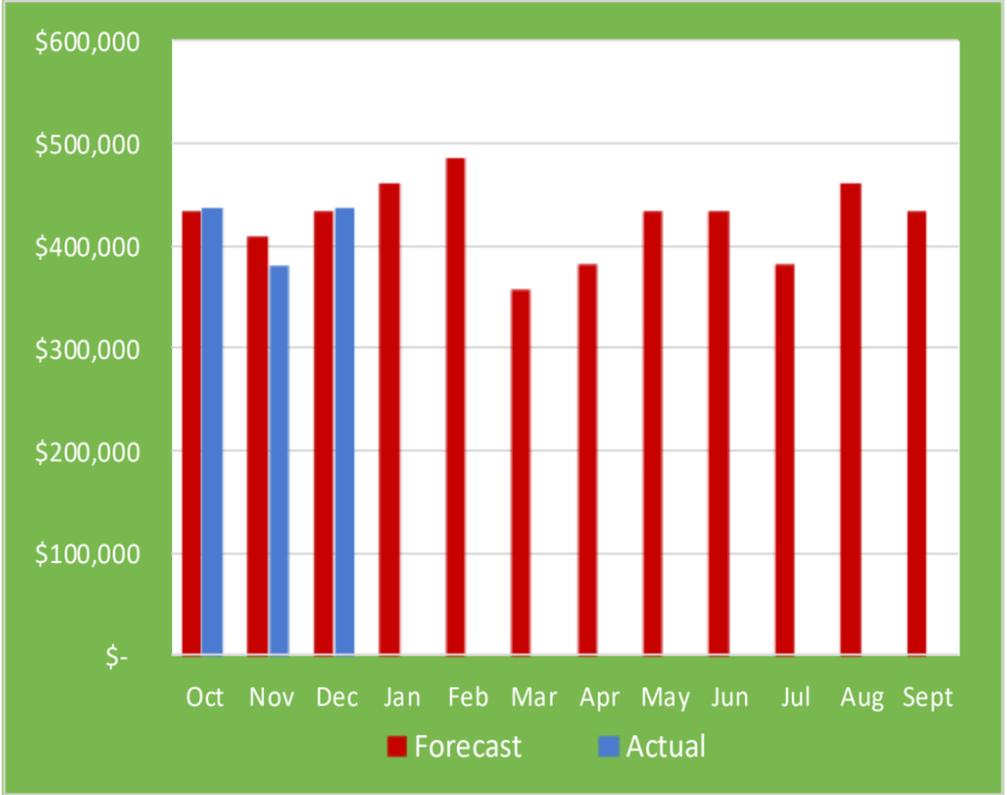
**POSITIVE**

Cumulatively overall, the General Fund is better than forecasted for this time of year. The fund is net positive 8.5%. This is due mostly to a large development fee collected in Oct., property tax collections and vacancy savings for open positions.

REVENUE ANALYSIS

**SALES TAX REVENUE**

<u>Month</u>	<u>FY2020 Forecast</u>	<u>FY2020 Actual</u>	<u>Monthly Variance</u>
Oct	\$ 432,174	\$ 434,511	\$ 2,337
Nov	406,752	378,114	\$ (28,638)
Dec	432,174	434,387	\$ 2,213
Jan	457,596		\$ -
Feb	483,018		\$ -
Mar	355,908		\$ -
Apr	381,330		\$ -
May	432,174		\$ -
Jun	432,174		\$ -
Jul	381,330		\$ -
Aug	457,596		\$ -
Sept	432,174		\$ -
<b>Total</b>	<b>\$ 5,084,400</b>	<b>\$ 1,247,012</b>	<b>\$ (24,088)</b>
Cumulative Forecast	\$ 1,271,100		
Actual to Forecast	\$ (24,088)	-1.9%	



**WARNING**

Sales Tax is 42% of the total budgeted revenue for General Fund. The actual amounts for Oct. and Nov. are estimated due to the State Comptroller's two month lag in payment of these earned taxes. The actual is 2% less than forecasted.

REVENUE ANALYSIS

SALES TAX REVENUE

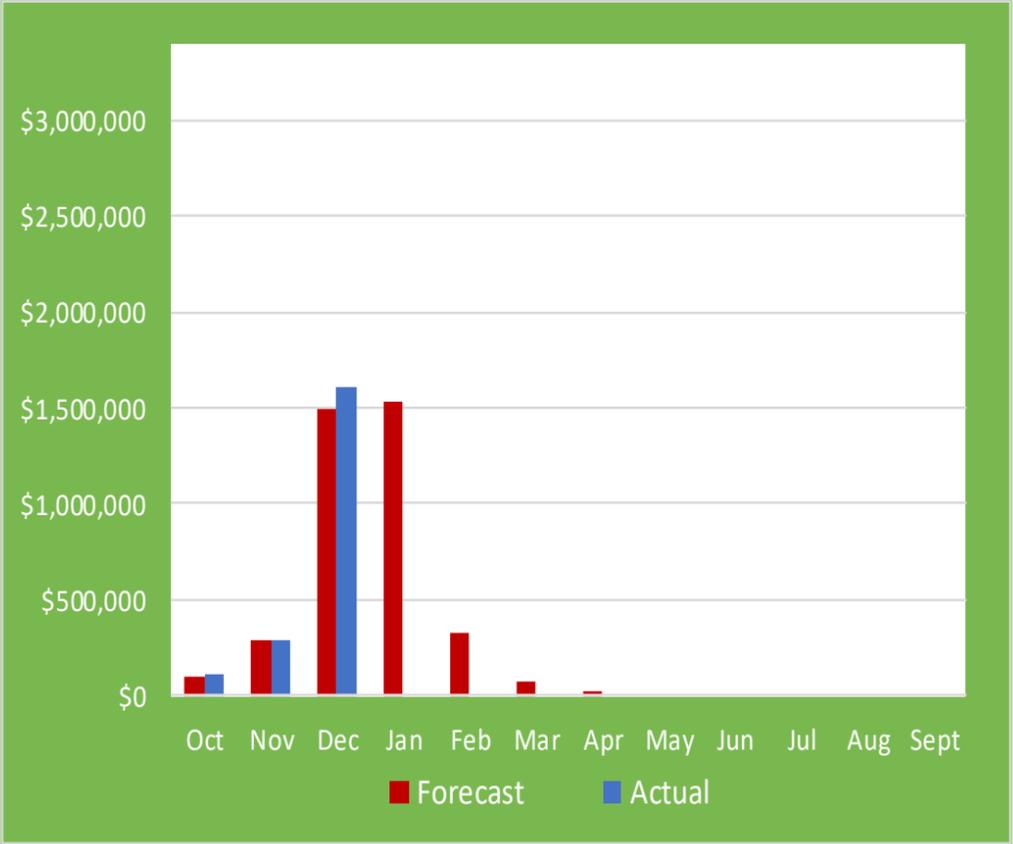
Components of Sales Tax Collections

Current	-	Taxes that are due the reporting month
Prior	-	Taxes paid for a prior month
Future	-	Taxes paid upfront for a future month
Audit	-	Taxes paid for prior months due to audit (this could go back several years)
Total Collection	-	Total of above
Service Fee	-	Service Fee and retainage held by the State Comptroller
Net Payment	-	Total payment the City receives

When the notice is posted regarding the sales tax collection, it only reports on the net payment year over year. This can be skewed if there are significant amounts outside of the current amount being reported. The City has the ability to get this collection reported in these components to better evaluate current amounts year over year. This is the amount that will be consistent going forward.

# PROPERTY TAX REVENUE

<u>Month</u>	<u>FY2020 Forecast</u>	<u>FY2020 Actual</u>	<u>Monthly Variance</u>
Oct	\$ 96,182	\$ 110,455	\$ 14,273
Nov	292,365	288,604	\$ (3,761)
Dec	1,500,445	1,610,759	\$ 110,314
Jan	1,538,918		
Feb	323,202		
Mar	76,946		
Apr	19,236		
May	-		
Jun	-		
Jul	-		
Aug	-		
Sept	-		
<b>Total</b>	<b>\$ 3,847,294</b>	<b>\$ 2,009,818</b>	<b>\$ 120,826</b>
Cumulative Forecast	\$ 1,888,992		
Actual to Forecast	\$ 120,826	6.40%	



POSITIVE

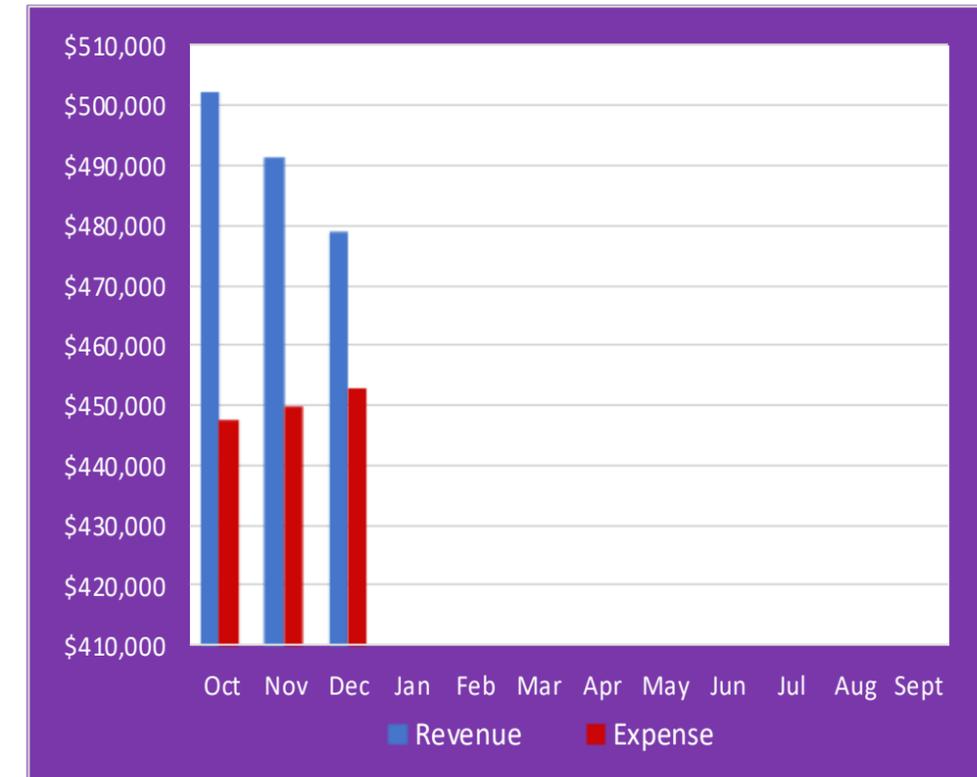
Property tax represents 31% of the total General Fund revenue budget. As you can see from the forecast, they are generally collected from December to February. The actual is exceeding the forecast by almost 6.5%.

# COMPREHENSIVE MONTHLY FINANCIAL REPORT –December 2019

## OVERALL FUND PERFORMANCE

### WATER/WASTEWATER FUND REVENUES VS EXPENSES

<u>Month</u>	<u>FY2020 Revenue</u>	<u>FY2020 Expense</u>	<u>Monthly Variance</u>
Oct	\$ 501,916	\$ 447,250	\$ 54,666
Nov	490,855	449,305	\$ 41,550
Dec	478,735	452,449	\$ 26,286
Jan			\$ -
Feb			\$ -
Mar			\$ -
Apr			\$ -
May			\$ -
Jun			\$ -
Jul			\$ -
Aug			\$ -
Sept			\$ -
<b>Total</b>	<b>\$ 1,471,506</b>	<b>\$ 1,349,004</b>	<b>\$ 122,502</b>
Cumulative Forecast	\$ 1,370,486	\$ 1,364,421	\$ 6,065
Actual to Forecast \$	\$ 101,020	\$ 15,417	\$ 116,437
Actual to Forecast %	7.37%	1.13%	8.50%



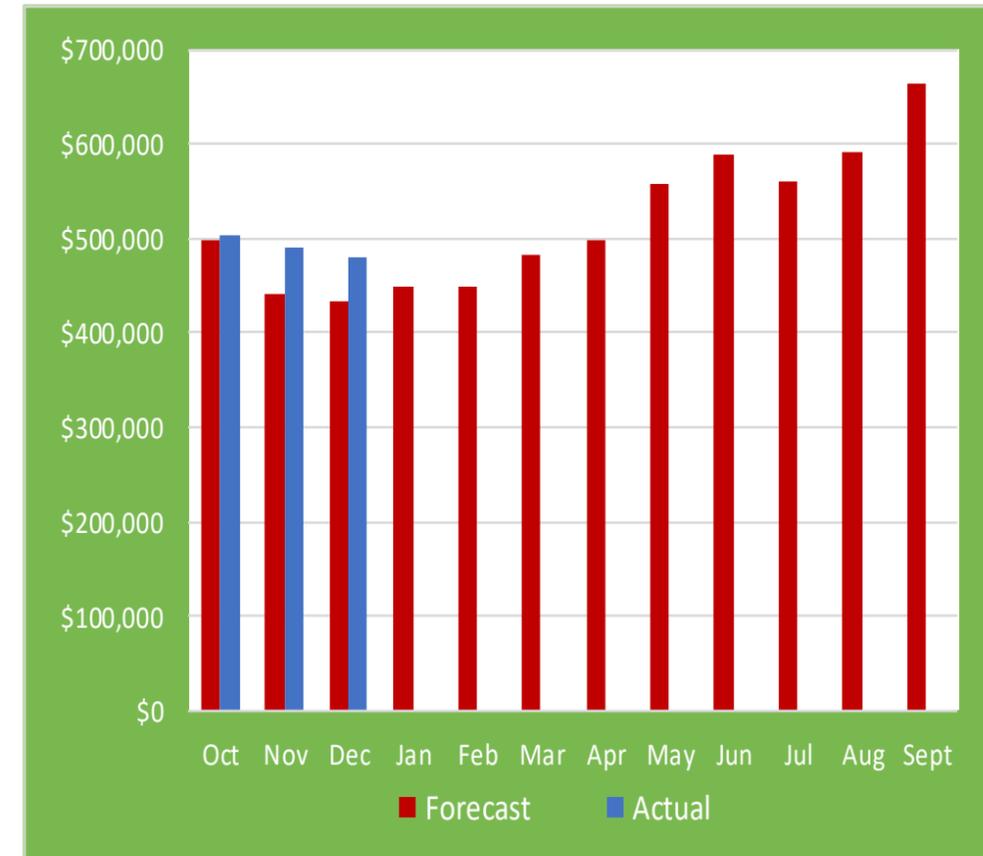
**NEGATIVE**

Water and wastewater fund is 8.5% net positive. There are several vacant positions in this fund.

REVENUE ANALYSIS

WATER/WASTEWATER REVENUE

Month	FY2020 Forecast	FY2020 Actual	Monthly Variance
Oct	\$ 497,087	\$ 501,916	\$ 4,829
Nov	439,890	490,855	\$ 50,965
Dec	433,509	478,735	\$ 45,226
Jan	447,943		
Feb	449,890		
Mar	482,653		
Apr	497,087		
May	558,717		
Jun	589,533		
Jul	560,665		
Aug	591,480		
Sept	663,111		
<b>Total</b>	<b>\$ 6,211,565</b>	<b>\$ 1,471,506</b>	<b>\$ 101,020</b>
Cumulative Forecast	\$ 1,370,486		
Actual to Forecast	\$ 101,020	7.37%	



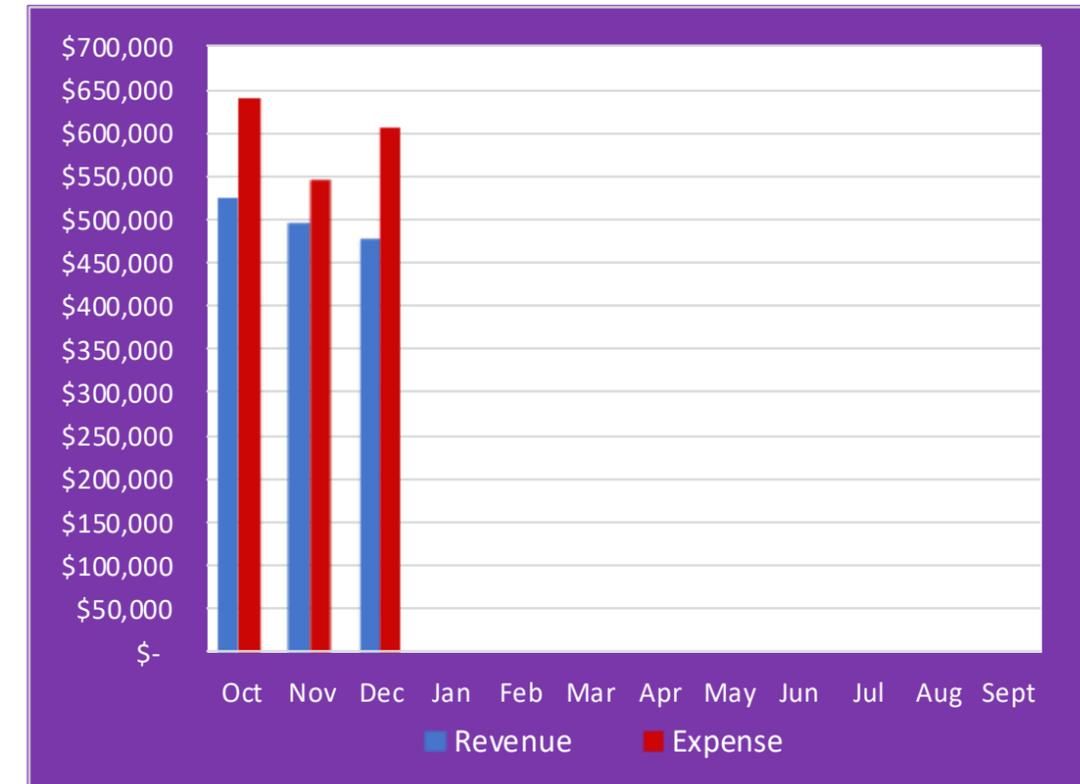
POSITIVE

The water and wastewater actual revenue is higher than forecast by 7%. There were 5 new meters set this month all residential.

OVERALL FUND PERFORMANCE

ELECTRIC FUND REVENUES VS EXPENSES

Month	FY2020 Revenue	FY2020 Expense	Monthly Variance
Oct	\$ 520,687	\$ 637,713	\$ (117,026)
Nov	493,894	541,649	\$ (47,755)
Dec	475,356	604,251	\$ (128,895)
Jan			\$ -
Feb			\$ -
Mar			\$ -
Apr			\$ -
May			\$ -
Jun			\$ -
Jul			\$ -
Aug			\$ -
Sept			\$ -
<b>Total</b>	<b>\$ 1,489,937</b>	<b>\$ 1,783,613</b>	<b>\$ (293,676)</b>
Cumulative Forecast	\$ 1,431,124	\$ 1,788,213	\$ (357,089)
Actual to Forecast \$	\$ 58,813	\$ 4,600	\$ 63,413
Actual to Forecast %	4.11%	0.26%	4.37%



**POSITIVE**

The Electric utility fund is almost 4.4% net positive actual to forecast. The expense is higher in October due to budgeted annual transfers that were processed during this month. This budget was approved with expenditures exceeding revenues to utilize available fund balance for capital projects and special projects.

REVENUE ANALYSIS

ELECTRIC FUND REVENUE

<u>Month</u>	<u>FY2020 Forecast</u>	<u>FY2020 Actual</u>	<u>Monthly Variance</u>
Oct	\$ 517,966	\$ 520,687	\$ 2,721
Nov	435,450	493,894	\$ 58,444
Dec	477,708	475,356	\$ (2,352)
Jan	644,023		
Feb	418,821		
Mar	526,386		
Apr	519,976		
May	582,063		
Jun	880,257		
Jul	725,863		
Aug	725,863		
Sept	672,187		
<b>Total</b>	<b>\$ 7,126,563</b>	<b>\$ 1,489,937</b>	<b>\$ 58,813</b>
Cumulative Forecast	\$ 1,431,124		
Actual to Forecast	\$ 58,813	4.11%	



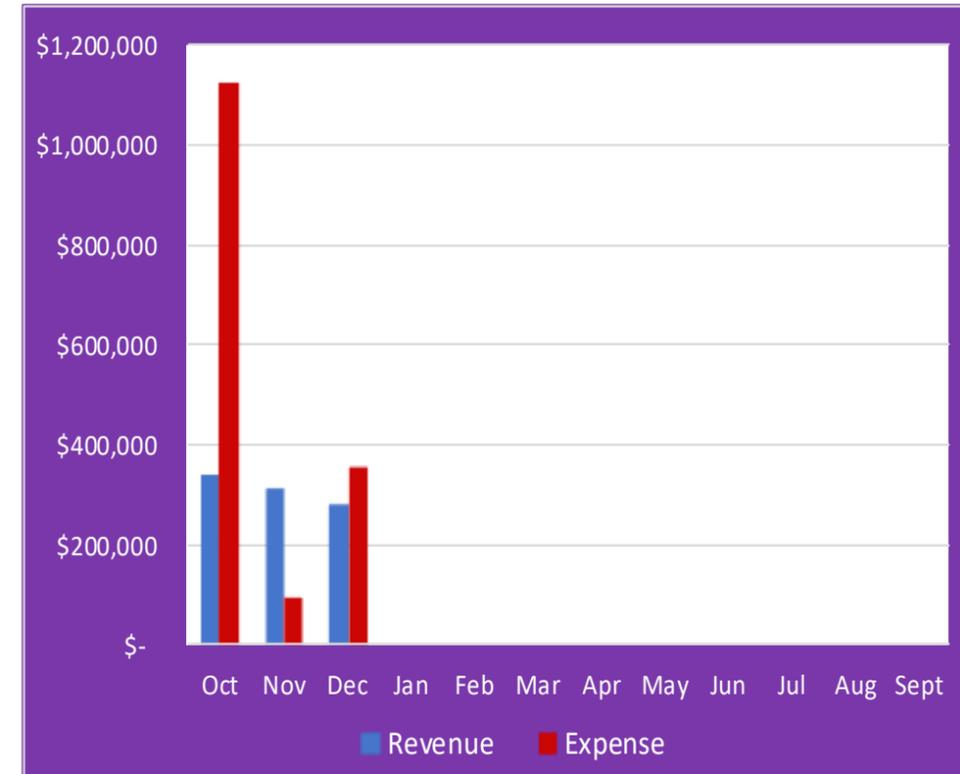
POSITIVE

The Electric utility revenue is 4% above forecasted revenue. There were 2 new Residential meter sets this month.

OVERALL FUND PERFORMANCE

HOT TAX FUND REVENUES VS EXPENSES

<u>Month</u>	<u>FY2020 Revenue</u>	<u>FY2020 Expense</u>	<u>Monthly Variance</u>
Oct	\$ 332,664	\$ 1,120,211	\$ (787,548)
Nov	310,199	92,618	\$ 217,581
Dec	276,054	354,093	\$ (78,039)
Jan			
Feb			
Mar			
Apr			
May			
Jun			
Jul			
Aug			
Sept			
<b>Total</b>	<b>\$ 918,917</b>	<b>\$ 1,566,922</b>	<b>\$ (648,006)</b>
Cumulative Forecast	\$ 920,708	\$ 2,051,365	\$ (1,130,657)
Actual to Forecast \$	\$ (1,792)	\$ 484,443	\$ 482,652
Actual to Forecast %	-0.19%	23.62%	23.42%



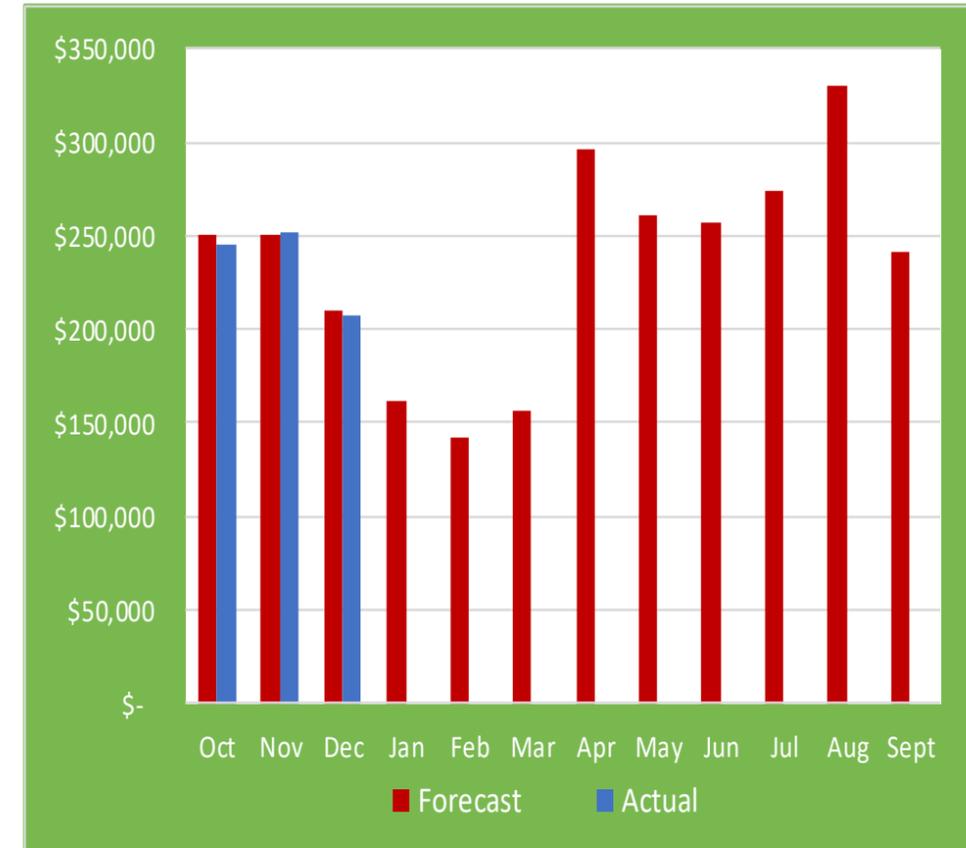
POSITIVE

The HOT Tax fund is 23% net positive. Visit Bastrop is paid on a quarterly basis along with funded organizations.

REVENUE ANALYSIS

HOTEL OCCUPANCY TAX REVENUE

<u>Month</u>	FY2020 <u>Forecast</u>	FY2020 <u>Actual</u>	Monthly <u>Variance</u>
Oct	\$ 250,522	\$ 245,000	\$ (5,522)
Nov	250,672	251,784	\$ 1,112
Dec	209,500	207,571	\$ (1,929)
Jan	161,857		
Feb	142,211		
Mar	155,935		
Apr	296,690		
May	260,463		
Jun	256,424		
Jul	274,446		
Aug	330,326		
Sept	241,454		
<b>Total</b>	<b>\$ 2,830,500</b>	<b>\$ 704,355</b>	<b>\$ (6,339)</b>
Cumulative Forecast	\$ 710,694		
Actual to Forecast %	\$ (6,339)	-0.9%	



**POSITIVE**

So far YTD we are almost 1% negative actual to forecast. *The Hotel Tax revenue YTD is \$13,056 more than same time last year.*

# Legal fees by Attorney/Category

COMPREHENSIVE MONTHLY FINANCIAL REPORT –December 2019

FIRM	CASE	FY17-18	FY18-19	FY19-20
<b>BUNDREN</b>				
	Pine Forest Interlocal	\$ 26,612	\$ 6,195	\$ -
<b>TERRELL LAW FIRM</b>				
	Water permit	\$ 135	\$ -	\$ -
<b>BOJORQUEZ LAW FIRM</b>				
	General legal	\$ 245,168	\$ 432,931	\$ 74,396
	Vandiver	\$ 5,079	\$ 1,857	\$ -
	Pine Forest Interlocal	\$ 10,116	\$ -	\$ -
	Prosecutor	\$ 19,633	\$ 23,358	\$ 5,082
	Water/Wastewater	\$ 18,425	\$ 46,721	\$ 2,745
<b>MULTIPLE FIRMS</b>				
	XS Ranch Bankruptcy	\$ 11,770	\$ -	\$ -
<b>RUSSEL RODRIGUEZ HYDE</b>				
	XS Ranch Water Rights	\$ 27,965	\$ 6,204	\$ -
	Hunters Crossing PID	\$ 83,524	\$ 89,899	\$ 3,355
	Water/Wastewater	\$ 910	\$ -	\$ -
<b>TAYLOR, OLSON, ADKINS, SRALLA &amp; ELAM, LLP</b>				
	Red Light Camera Suit	\$ 2,124	\$ 717	\$ 42
<b>Total Legal</b>		\$ 451,460	\$ 607,881	\$ 85,620

## Summary by Case/Type

Row Labels	Sum of FY17-18	Sum of FY18-19	Sum of FY19-20
General legal	\$ 245,168	\$ 432,931	\$ 74,396
Hunters Crossing PID	\$ 83,524	\$ 89,899	\$ 3,355
Pine Forest Interlocal	\$ 36,728	\$ 6,195	\$ -
Prosecutor	\$ 19,633	\$ 23,358	\$ 5,082
Red Light Camera Suit	\$ 2,124	\$ 717	\$ 42
Vandiver	\$ 5,079	\$ 1,857	\$ -
Water permit	\$ 135	\$ -	\$ -
Water/Wastewater	\$ 19,335	\$ 46,721	\$ 2,745
XS Ranch Bankruptcy	\$ 11,770	\$ -	\$ -
XS Ranch Water Rights	\$ 27,965	\$ 6,204	\$ -
<b>Grand Total</b>	<b>\$ 451,460</b>	<b>\$ 607,881</b>	<b>\$ 85,620</b>



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6H

**TITLE:**

Receive Quarterly Report from Visit Bastrop.

**STAFF REPRESENTATIVE:**

Susan Smith, President/CEO of Visit Bastrop, DMO

**BACKGROUND/HISTORY:**

Visit Bastrop, a 501(c)6 organization, was engaged to provide destination marketing services and provide brand marketing for Bastrop as a destination.

As outlined in the Annual Management Agreement, the City and Visit Bastrop recognize the visitor industry as a key economic generator. Visit Bastrop's purpose is to provide "brand" marketing for Bastrop as a destination and to serve as the primary brand advocate. Visit Bastrop will also leverage utilization of existing facilities, while providing global oversight of Bastrop's visitor assets and activities. Visit Bastrop will also provide a level of unity and representation to maximize Bastrop's brand potential.

The Visit Bastrop Board of Directors meets monthly on the third Thursday at 8:30 a.m. and rotates meeting locations at different hospitality venues.

City Council established that the Visit Bastrop Board of Directors include broad representation of community assets and identified those as Arts, History, Hotels, Restaurants, Sports, Outdoors, Recreation, Hyatt, Nightlife, Entertainment, and Film in the Destination Services Management Agreement.

Per their management agreement, Visit Bastrop must make a monthly presentation to the City Council outlining progress in implementing their annual Business Plan, meeting performance targets, and the scope of services pursuant to that agreement.

Specifically Visit Bastrop shall work to:

- (1) attract leisure visitors to the City and its vicinity;
- (2) attract and secure meetings, events, retreats, and conventions to the City and its vicinity; and
- (3) serve as a liaison to local businesses (including hoteliers, restaurateurs, and other similar entities) and City departments to attract leisure and business visitors, meetings, events, retreats, and conventions to the City and its vicinity.

Visit Bastrop shall also:

- (A) carry out the actions defined in the applicable Annual Business Plan;

- (B) utilize research reports on economic trends, growth sectors, and regional competitive strengths and weaknesses, as is customary in the destination and marketing organization industry;
- (C) provide marketing and imaging campaigns for the City's tourism and convention industry;
- (D) inform and partner with the City regarding high-profile or significant recruitment/attraction efforts;
- (E) provide, in appropriate detail in accordance with the Tax Code, reports listing the Visit Bastrop's expenditures made with Hotel Occupancy Tax (HOT), and Visit Bastrop's progress in performing the services in conformance with implementation of the Annual Business Plan; and
- (F) provide expertise in destination management in conjunction with the City of Bastrop to leverage available resources (such as community assets and activities to maximize opportunities to attract visitors to Bastrop, both leisure and business) recognizing the critical role tourism plays in Bastrop's economy, both in HOT and sales tax revenue.

**POLICY EXPLANATION:**

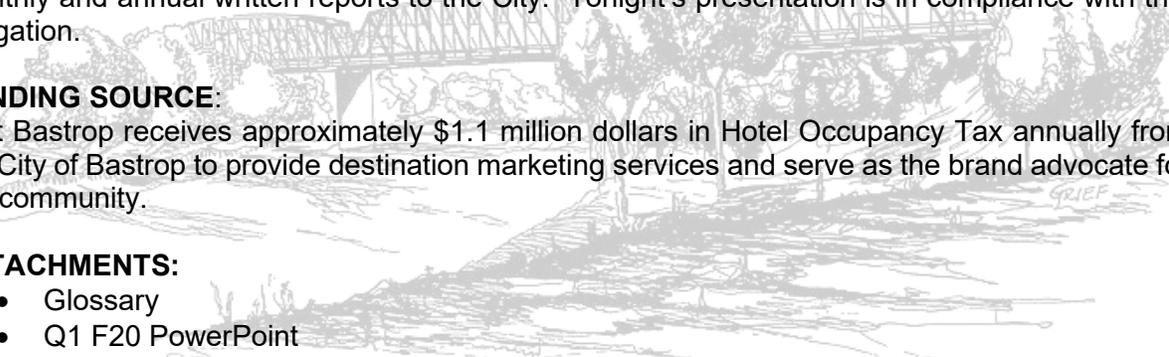
On September 12th, 2017, the City Council passed Resolution Number R-2017-74 which approved a Destination and Marketing Services Agreement between the City of Bastrop and Visit Bastrop. Pursuant to Section 2.3(C) of this agreement, Visit Bastrop committed to providing monthly and annual written reports to the City. Tonight's presentation is in compliance with this obligation.

**FUNDING SOURCE:**

Visit Bastrop receives approximately \$1.1 million dollars in Hotel Occupancy Tax annually from the City of Bastrop to provide destination marketing services and serve as the brand advocate for our community.

**ATTACHMENTS:**

- Glossary
- Q1 F20 PowerPoint



## GLOSSARY OF TERMS - VISIT BASTROP

<b>Ad Words</b>	<p>A Google-run advertising program where interested parties can bid on relevant keywords to show their clickable ads in Google's search results.</p>
<b>Adventure Tourism</b>	<p>A form of tourism in natural areas that incorporates an element of risk, higher levels of physical exertion, and the need for specialized skills.</p>
<b>Average Room Rate</b>	<p>the total guest room revenue for a given period divided by the number of rooms occupied for the same period. Since it can be related to investment, this statistic is frequently used as a measure of economic feasibility.</p>
<b>Banner</b>	<p>An advertising banner is a clickable ad on a web page.</p>
<b>Bleisure Traveler</b>	<p>A bleisure traveler are defined as those who book a trip for work purposes but stay a few extra days in the destination in order to explore on their own.</p>
<b>Blogger</b>	<p>A blogger is person who writes a blog. A blog is a website where people regularly publish information, either personal or professional.</p>
<b>Blogging</b>	<p>Originally, the term was web log or weblog and eventually...blog. Individuals, small business and even large corporations write articles, commentaries, and the like, publishing regularly on their website. A primary component of the inbound marketing method, blogging helps to drive website traffic, builds thought leadership and authority, and drives leads.</p>
<b>Bounce Rate</b>	<p>The percentage of visitors to a website that leave immediately without clicking or interacting with any portion of the page. For example, if 100 people visit a website, and 50 of them immediately leave, the website has a bounce rate of 50%. Websites aim to have as low of a bounce rate as possible, and averages tend to be anywhere between 40-60%.</p>
<b>Business Travel</b>	<p>Travel for commercial rather than leisure purposes. Business travel is sometimes used as a cover-all to include what are sometimes referred to as the "MICE" markets – meetings, incentives, conferences and exhibitions</p>
<b>Campaign</b>	<p>A series of advertising messages that share a theme, and market a product or service. In the context of digital marketing, campaigns can be run through search and display network advertising platforms (i.e. Google, Bing), social media, email, or other online platforms. Campaigns can also refer to a comprehensive digital marketing strategy or project.</p>
<b>Click Through Rate</b>	<p>This number shows the people that move through your website or marketing campaigns. It's actually the "clicks" or actions prospects take, divided by the total number of actions people could take. Hence, the name "clickthrough rate."</p>
<b>Comparative Advertising</b>	<p>The type of advertising in which a company makes a direct comparison to another brand, firm or organization.</p>
<b>Content Curation</b>	<p>The act of discovering, gathering and presenting digital content that surrounds specific subject matter and funneling it in relevant ways to enhance your online presence.</p>
<b>Content Marketing</b>	<p>An offshoot of inbound marketing, content marketing is the process of creating—you guessed it— <i>content</i>, in order to attract prospects and drive interest and engagement. But it's not about the sell; rather, content marketing is meant to educate your prospects in your industry and help them better understand or resolve common problems they're experiencing. Types of content that could be produced include blog articles, white papers, videos, social posts, eBooks, webinars, etc.</p>
<b>Conversion Rate</b>	<p>The rate at which visitors to a website complete the predefined goal. It is calculated by dividing the number of goal achievements by the total number of visitors. For example, if 100 people visit a website and 10 of them complete the conversion goal (like filling out a contact form) then the conversion rate is 10%.</p>
<b>Digital/On Line Marketing</b>	<p>Marketing to a target audience solely via the internet. Could be email marketing, content marketing, etc.</p>

## GLOSSARY OF TERMS - VISIT BASTROP

<b>Direct Marketing</b>	Dealing Directly with the 'end user' rather than a third party or a middle man. Also can be seen as directly communicating with your primary target audience. Can come in the form of advertising, marketing or communications.
<b>Earned Media</b>	Media exposure a company earns organically, often by accomplishing something truly newsworthy and attracting media attention, distributing press releases, securing press mentions, contributing thought leadership content to publications, and achieving word of mouth.
<b>Eco Tourism</b>	Ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation.
<b>Editorial Calendar</b>	The schedule an organization uses to plan content creation, manage content production, and ensure consistent publication each month.
<b>Engagement Rate</b>	A measurement of likes, shares, comments or other interaction a particular piece of content receives.
<b>Evergreen Content</b>	Content that is valuable to a reader today, in 5 years and in 10 years. This "evergreen" content is timeless, offers the highest-quality information and offers huge SEO benefits.
<b>Experience Marketing</b>	A type of promotional campaign that requires you to appeal to the traveler's sense and showcase what they will experience when they visit your destination.
<b>Fam Tours</b>	Organized trips for travel agents, tour operators, tour wholesalers or other members of the travel trade for the purpose of educating and "familiarizing" them with tourism destinations.
<b>Feeder Airport/City</b>	By seeing the destinations where they are sending travelers, the An outlying city which feeds travelers to hubs or gateway cities.
<b>Google Adwords</b>	Google Adwords is a pay-per-click advertising platform. This is sometimes referred to as PPC campaigns where these online marketing campaigns are designed to drive visitors to your website through the use of targeted keywords.
<b>Google Analytics</b>	Google Analytics is a tool that is used to help understand the functionality of your website and to make improvements in the future. This tool is designed to track the visitors that you receive, identify where those visitors came from and monitor what they are doing on your site.
<b>Hashtag</b>	Hashtags are topic headings you use online to index a post that you have made, generally on social media platforms. For example, #Ready or #ToursAndActivities. That way, when someone searches for a particular hashtag or a topic, all posts indexed with that topic will appear.
<b>Heads in Beds</b>	Industry slang referring to the primary marketing objective of accommodations and most destinations - increasing the number of overnight stays.
<b>Incentive Travel</b>	Travel offered as a reward for top performance and the business that develops, markets and operates these programs.
<b>Inclusive Tour</b>	A tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)
<b>Key Performance Indicator (KPI)</b>	A means to measure the performance of various factors, from employee functions to marketing tactics.
<b>Key Word</b>	A specific word or phrase that a user types into a search engine to find the information he or she is looking for.
<b>Leisure Travel</b>	Travel for recreational, educational, sightseeing, relaxing and other experiential purposes.
<b>Major Market Segment</b>	A large market of travelers identifiable as having particular customers with specific buying characteristics (e.g. family, business, festivals, motor-coach).
<b>Market Share</b>	The percentage of business within a market category.

## GLOSSARY OF TERMS - VISIT BASTROP

<b>Motorcoach</b>	Deluxe equipment used by most tour operators in group tour programs. Amenities include reclining seats, bathrooms, air conditioning, good lighting and refreshment availability
<b>Net Rate</b>	The rate provided to wholesalers and tour operators that can be marked up to sell to the customer.
<b>Niche Market</b>	A business focus on a small, defined part of a larger market that has a need for a product or service that is not being addressed by mainstream providers. Common to small businesses aiming to differentiate themselves. Companies succeed by narrowly defining a group of potential customers and serving them well (e.g. Girls Getaway Weekends, Weddings, Spa seekers).
<b>NTA</b>	National Tour Association, comprised of domestic tour operators.
<b>Occupancies</b>	A percentage indicating the number of bed nights sold (compared to number available) in a hotel, resort, motel or destination.
<b>Off Peak</b>	A period in which a hotel or attraction is not in its busiest season
<b>Organic</b>	In the digital marketing world, the term organic does not refer to free-range banana (as nice as this would be), it's actually more often used in relation to Search Results. These are the search results that appear naturally on SERPs and are by far the most preferred search results available from a marketing point of view. On Google, organic results appear below the inorganic PPC adverts. It is these results that the practice of SEO is concerned with. 'Organic search' is in direct opposition with 'paid search'.
<b>Organic Distribution</b>	A method of distribution by which content is naturally circulated among an audience, such as through social media shares, referrals, and search engine results.
<b>Organic Search</b>	Organic search refers to the unpaid listings (not advertisements) that appear when making a query on a search engine.
<b>Owned Media</b>	Marketing assets a company has control over, including its website, blog, whitepapers, and email campaigns.
<b>Pay For Click (PPC)</b>	A method of advertising on the internet where you only pay when someone "clicks" on your ad.
<b>Press/Publicity Release</b>	A news article or feature story written by the subject of the story for delivery and potential placement in the media.
<b>Reach</b>	The percentage of people within a specific target audience reached by an advertising campaign
<b>Receptive Operator</b>	Specialists in handling arrangements for incoming visitors at a destination including airport transfers, local sightseeing, restaurants, accommodations, etc. Receptive operators can be a travel agent or tour operator.
<b>Room Block</b>	Hotel rooms booked without a deposit
<b>Sales Mission</b>	Where suppliers from one DMO travel together to another state or country for the purpose of collectively promoting travel to their area. Sales missions may include educational seminars for travel agents and tour operators.
<b>Search Engine Marketing (SEM)</b>	A marketing tactic which use paid services so that interested clients and customers can reach a business quicker and easier than ever before.
<b>Search Engine Optimization (SEO)</b>	Search engine optimization, otherwise known as SEO, is a tactic which incorporates highly-targeted keywords into website content to make it more visible in search engine results. A method to increase a webpage's performance in web search results. By tweaking elements on a webpage (there are on-page and off-page SEO factors), you can move a webpage up on a search result "page." Marketers generally want to get their website page to appear on page 1 of a search result, ideally at the very top of the page. SEO elements include keywords, title and image tags, links, and more.

## GLOSSARY OF TERMS - VISIT BASTROP

<b>Shoulder Season</b>	Period when there is neither a high nor low demand for a destination, usually falling in the spring or fall months for most areas
<b>TACVB</b>	Texas Association of Convention and Visitors Bureaus.
<b>Target Audience/Market</b>	A specific demographic, sociographic target at which marketing communications are directed. Develops, markets and operates group travel programs that provide a complete travel experience for one price and includes transportation (airline, rail, motorcoach, and/or ship), accommodations, sightseeing, selected meals and an escort. Tour operators market directly to the consumer, through travel agents and are beginning to be listed on computerized reservation systems.
<b>Tour Operator</b>	
<b>Tourist/Visitor</b>	Any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile.
<b>Travel Seasons</b>	Travel industry business cycles including: Peak: Primary travel season Off Peak: Period when business is slowest Shoulder: Period between peak and off peak periods when business is stronger, but has room for growth.
<b>Unique Visitors</b>	A metric used in web analytics to show how many different, unique people view a website over a period of time. Unique visitors are tracked by their IP addresses. If a visitor visits the same website multiple times, they will only be counted once in the unique visitors metric.
<b>Unique Visitors Per Month (UVM)</b>	The number of new people who visit a website in one month.



VISIT  
**BASTROP** EST. 1832  
*Texas*

Q1 FY20: October, November, December 2019

Sales, Public Relations, Digital & Account Management Reporting

# EXECUTIVE HIGHLIGHTS – Q1

## OCTOBER

- Team Texas Trade Show
- Chamber of Commerce Luncheon
- Art Institute Meeting
- CDME Training
- Partners Breakfast
- Visit Bastrop Board Meeting
- Corvette Meeting
- BEST Leadership
- Chamber Board Orientation
- Boomers in Big Groups Trade Show

## NOVEMBER

- Chamber of Commerce Luncheon
- New EDC Executive Director Welcome Reception
- Veteran's Day Car Show
- Partner Breakfast
- Visit Bastrop Board Meeting
- Men Who Cook

Music Friendly Community Designation  
Visitors Guide  
New Board Members  
Tourism Newsletter  
Meeting Planner Newsletter

## DECEMBER

- Partner Breakfast
- Bastrop Music Festival Kick Off
- Historical Commission Meeting
- NTA Travel Exchange Trade Show
- Chamber Alive After Five
- Christmas Parade

**SALES**

STATUS – Quarter 1	QUANTITY	ROOM NIGHTS	ESTIMATED ATTENDEES	ECONOMIC IMPACT
LEADS	18	4436	4451	\$2,233,113.10
DEFINITES	10	1266	1721	\$607,422.52
LEAD SERVICE REQUEST	0			
DEFINITE SERVICE REQUEST	0			
LOST LEADS	1	150	80	
LOST SERVICE REQUESTS	0			
UNABLE TO BID	0			
LEAD ASSIST - HYATT	1	490	300	\$359,696.25
DEFINITE ASSIST - HYATT	0			
LEAD SERVICE REQUEST - HYATT	0			
DEFINITE SERVICE REQUEST - HYATT	0			
LOST LEADS ASSIST – HYATT	0	-	-	-

# LODGING INDUSTRY REPORT – OCTOBER

## Current Month - October 2019 vs October 2018

Occ %		ADR		RevPAR		Percent Change from June 2018		
2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR
64.1	64.0	122.15	121.61	80.87	80.37	0.5	1.1	1.5

## Year to Date - October 2019 vs October 2018

Occ %		ADR		RevPAR		Percent Change from YTD 2018		
2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR
63.7	63.0	117.31	116.56	76.21	74.93	1.2	0.4	1.6

**ADR – Average Daily Rate**

**RevPAR – Revenue per Available Room**

**Occ - Occupancy**

# LODGING INDUSTRY REPORT – NOVEMBER

## Current Month - November 2019 vs November 2018

Occ %		ADR		RevPAR		Percent Change from June 2018		
2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR
59.9	59.7	117.9	112.89	72.33	68.52	0.5	4.1	4.8

## Year to Date - November 2019 vs November 2018

Occ %		ADR		RevPAR		Percent Change from YTD 2018		
2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR
63.4	62.7	117.41	116.25	75.88	74.35	1.1	0.7	0.9

**ADR – Average Daily Rate**

**RevPAR – Revenue per Available Room**

**Occ - Occupancy**

# TRENDS

November 2019	CURRENT TRAVEL INDEX (CTI)				LEADING TRAVEL INDEX (LTI)		6-MO LTI VS. CTI 6-MO AVG.	
	6-MONTH AVG	SEPT	OCT	NOV	3-MONTH*	6-MONTH**	DIRECTION	SPEED
TOTAL MARKET	51.2	51.3	51.8	51.1	50.7	50.7	Increasing	Slower
INTERNATIONAL	49.8	49.8	50.3	49.8	49.7	49.7	Decreasing	Faster
DOMESTIC	51.4	51.4	51.9	51.2	50.8	50.8	Increasing	Slower
BUSINESS	50.2	49.4	51.7	50.2	50.6	50.6	Increasing	Faster
LEISURE	51.8	52.4	52.0	51.7	50.9	50.8	Increasing	Slower

The U.S. Travel Fall 2019 Forecast projects that domestic travel will grow by 1.4% in 2020— slower than the estimated 1.7% rise in 2019—while international inbound travel will increase 2.0% in 2020 following an estimated decline of 1.0% in 2019.

Domestic Leisure Travel: Keeping up with its moderate rate of growth over the past few years, domestic leisure travel is expected to grow by 1.9% in 2019 before slowing to 1.5% growth in 2020. Domestic leisure travel is expected to continue growing faster than domestic business travel and will be supported by upbeat consumer attitudes and solid—though moderating—labor market conditions.

Domestic Business Travel: Business investment grew at the fastest pace in four years in 2018 but is expected to decelerate in 2019 and 2020. Domestic business travel is expected to grow by 1.1% in 2019 and 1.0% in 2020, continuing to trail domestic leisure travel.

International Inbound Travel: Overseas visitations to the U.S. are expected to grow moderately (1.5%) while arrivals from Canada (-3.0%) and Mexico (-4.0%) are expected to decline in 2019. As a result, total international visitations to the U.S. are projected to decline by 1.0% in 2019, with an expectation of a recovery 2.0% growth in 2020.

# HOT - SPECIAL EVENT FUNDING FY 2019-2020

Beginning Balance	\$81,660.00
Total Payments	\$66,323.86
Balance Remaining	\$7,500.00
Pending Applications	\$7,500.00
Final Balance	\$0

## Fiscal Year 18 – 19

- 7 Groups
- 550 Room Nights
- \$454,428.00 Economic Impact

## Fiscal Year 19 – 20

- 8 Groups
- 975 Room Nights
- \$809,482.00 Economic Impact



SUCCESS

# WEBSITE SUMMARY

# VISITBASTROP.COM – Q1 SUMMARY

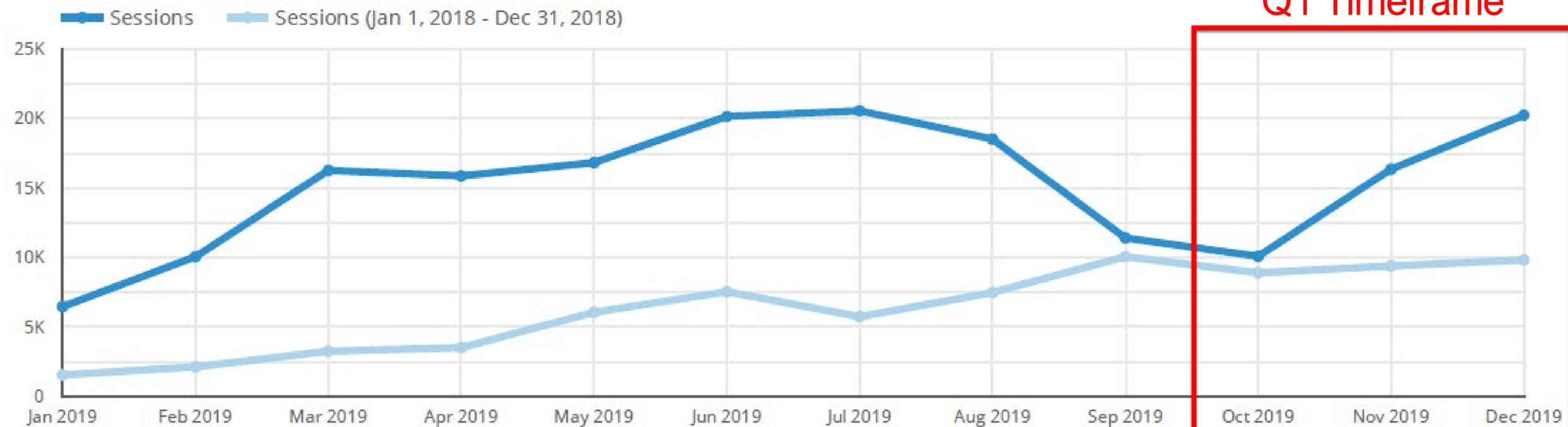
## How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session Duration
December	20,225	15,626	44.38%	43,798	2.17	00:01:46
November	16,350	13,202	47.91%	33,972	2.08	00:02:00
October	10,091	8,175	47.29%	23,779	2.36	00:02:09

## How are users from all sources trending over time?

by Sessions Year over Year



# VISITBASTROP.COM – Q1 SUMMARY

## How does my website perform compared to the industry averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All and Organic Traffic

Metric	Industry Average	Visit Bastrop	% Difference
Total Pages Per Session	1.66	2.17	30.65%
Total Avg Session Duration	00:01:39	00:01:46	7.27%
Total Bounce Rate	54.40%	44.38%	-18.43%
Organic Pages Per Session	2.09	2.35	12.60%
Organic Avg Session Duration	00:02:04	00:02:06	1.90%
Organic Bounce Rate	47.87%	41.66%	-12.98%



# **PUBLIC** RELATIONS

# Q1 OVERVIEW

**Total Pieces of Coverage: 51**

**Est. Total Potential Audience\*: 25,174,799+**

**Est. Total Online Coverage Views\*\*: 116,357+**

**Est. Media Coverage Advertising Value: \$18,959+**

**Placement Ratio\*\*\*: 50+%**

\* Estimated total of combined potential reach of monthly secured coverage including digital reach, print circulation and broadcast outlets.

\*\* Estimated total views a specific piece of coverage will receive during its lifetime.

\*\*\* Placement ratio is based on the number of pickups divided by the number of media outlets contacted with a press release, cold pitch, response to a media request or event listing submission. This factors campaign/event pitching upon its completion and is not solely calculated on a monthly basis.



# **MEDIA** RELATIONS

# PROACTIVE OUTREACH\*

- **Family Vacation Critic – Best Holiday Light Attractions in the U.S.**

*Industries Represented: entertainment, special events, retail*

- **Tools2Tiaras.com – Best U.S. Fall Festivals**

*Industries Represented: entertainment, venues, special events*

- **Lonely Planet – Best Airstream Hotels in the World**

*Industries Represented: lodging, outdoor/recreation*

- **TREKKN – Hottest RV Destinations for 2020**

*Industries Represented: lodging, outdoor/recreation*

- **Budget Travel – Micro-Trips in the U.S.**

*Industries Represented: restaurants, entertainment, history, arts, outdoors*

- **Travel Channel – Christmas-Themed Haunted Houses**

*Industries Represented: special events, entertainment*

- **Macaroni Kid Family Travel – Multi-Generational Travel Ideas**

*Industries Represented: arts, entertainment, outdoors, history, lodging*

- **Budget Travel – Second Cities – Skip the Major Destinations for its Smaller Counterpart**

*Industries Represented: arts, entertainment, outdoors, history, lodging*



Budget Travel



\*Quarterly Examples

# MEDIA ALERT

**14<sup>TH</sup> ANNUAL “HEROES & HOT RODS” VETERANS  
DAY CAR SHOW CRUISES INTO BASTROP  
FOR A GOOD CAUSE NOV. 8-9**

**Distributed 10/29 to Texas media outlets  
including newspapers, magazines, radio  
and TV stations**



# PRESS RELEASE

## HOLIDAY FESTIVITIES ROUND-UP IN BASTROP, TEXAS

**Distributed 11/13 to Texas media outlets including newspapers, magazines, radio and TV stations, as well as freelance contributors to national outlets**



# SECURED COVERAGE

**Family Vacation Critic**  
**32 Charming Small Towns with  
Stunning Fall Colors**  
10/30

- <https://www.familyvacationcritic.com/new-years-eve-hotel-packages-for-families/art/>

Est. Monthly Visits: 720K  
Est. Coverage Views: 3.84K  
Est. Advertising Value: \$86

*Industries Represented: Hyatt Regency Lost Pines,  
special events, entertainment, restaurants*

*Pitched 10/29*

The screenshot shows the top portion of a web article. At the top is the 'family vacation critic' logo and a navigation menu with 'DESTINATIONS', 'RESORTS', 'ALL-INCLUSIVES', and 'IDEAS'. Below the menu is a breadcrumb trail: 'Home > Seasonal Travel > 9 New Year's Eve Hotel Packages for Families 2019'. A white box contains the text 'Ad closed by Google' with links for 'Report this ad' and 'Why this ad?'. Below this is a social sharing section with 'ALL AGES' and icons for Facebook, Twitter, Email, and Pinterest. The main title is '9 New Year's Eve Hotel Packages for Families 2019' by Morgan Ageesen, dated October 30, 2019. The first item in the list is '9. Hyatt Regency Lost Pines Resort & Spa – Cedar Creek, TX'. Below the title is a form to 'Enter your trip dates:' with 'Check in' and 'Check Out' fields and an 'UPDATE PRICES' button. A Southwest Airlines banner is visible below the form, with the text 'Come back for low fares and nonstop flights.' and a 'Book now' button. The article text below the banner describes the resort's New Year's Eve package, including a festive buffet, family dance party, and firework display.

# SECURED COVERAGE

**FOX 7**

**Veterans Day Car Show**

11/6

- Live Broadcast, 4 hits
- Online:  
<https://www.fox7austin.com/video/622648>

Est. Online Monthly Visits: 395K  
Est. Online Coverage Views: 1.45K  
Est. Broadcast Audience Reach: 57K  
Est. Advertising Value: \$4,418

*Industries Represented: special events*

*Pitched 10/29*



# SECURED COVERAGE

**FOX 7**

**Veterans Day Car Show**

11/9

- Look-Live Broadcast (additional coverage)

Est. Broadcast Audience Reach: 4K

Est. Advertising Value: \$489

*Industries Represented: special events*

*Pitched 10/29*



# SECURED COVERAGE

**FOX 7**

**Celebrating the Holidays with Lost Pines Christmas Events in Bastrop**  
12/9 & 12/10

- Live Broadcast, 3 hits
- <https://www.fox7austin.com/video/633425>

Est. Online Monthly Visits: 560K  
Est. Online Coverage Views: 2.05K  
Est. Broadcast Audience Reach: 53.2K  
Est. Advertising Value: \$5.5K

*Industries Represented: special events, entertainment, history, arts*

*Pitched 11/13*



# SECURED COVERAGE

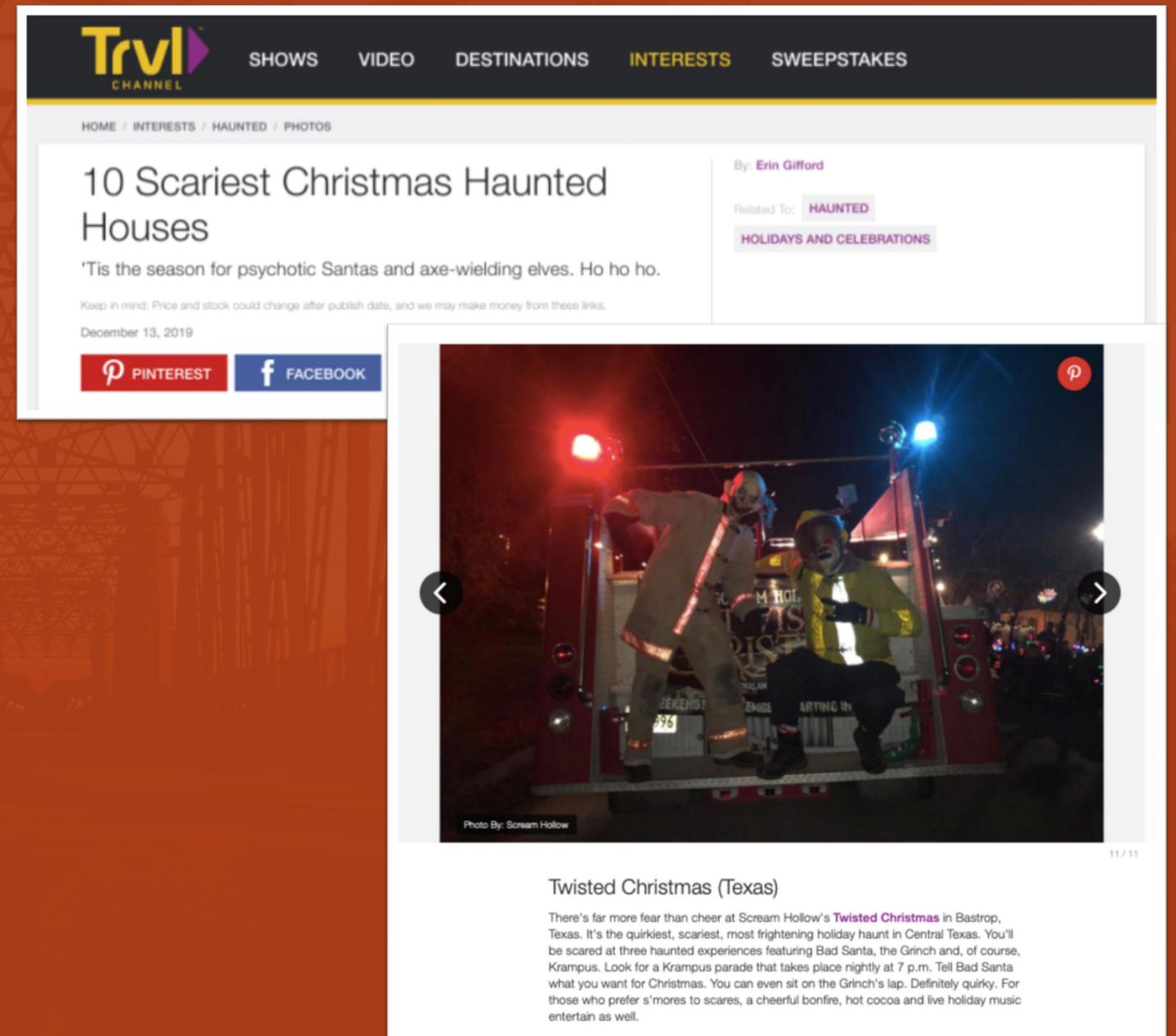
## *Travel Channel* 10 Scariest Christmas Haunted Houses 12/13

- <https://www.travelchannel.com/interests/haunted/photos/scariest-christmas-haunted-houses>

Est. Online Monthly Visits: 7.99M  
Est. Online Coverage Views: 37.3K  
Est. Advertising Value: \$2.2K

*Industries Represented: special events,  
entertainment/venues*

*Pitched 12/4*



The screenshot shows a webpage from Travel Channel. The header includes the logo and navigation links for SHOWS, VIDEO, DESTINATIONS, INTERESTS, and SWEEPSTAKES. The article title is "10 Scariest Christmas Haunted Houses" by Erin Gifford, dated December 13, 2019. It features social media sharing buttons for Pinterest and Facebook. A large photo shows a person in a white, ghostly costume on a decorated truck at night. Below the photo is a caption: "Twisted Christmas (Texas)" and a short paragraph describing the event as a scary holiday haunt in Bastrop, Texas, featuring characters like Bad Santa and the Grinch.



# BLOG

# BLOG

October blog performance:

## 10/15 – Get Spooky in Bastrop this Halloween

- Pageviews: 149
- Avg. Time Spent: 02:19

## 10/31 – 5 Reasons to See Bastrop's Veterans Day Car Show

- Pageviews: 30
- Avg. Time Spent: 01:08

\* Performance analytics are based on posts being live on [visitbastrop.com](http://visitbastrop.com) for 1 month.



### Get Spooky in Bastrop this Halloween

Oct. 15, 2019

Bastrop is home to a long and fascinating history, promising an unforgettable and even spooky escape this fall! Check out our list of Halloween fun happening in Bastrop this month: Get Crafty It's that time of year – get ready to dig, drink and be merry! Local favorite Neighbor's Kitchen & Yard...

[Continue Reading →](#)



### 5 Reasons to See Bastrop's Veterans Day Car Show

Oct. 31, 2019

Hop in your ride and roll on over to Bastrop this Veterans Day weekend (Nov. 8-9) for 14 th Annual "Heroes & Hot Rods" Veterans Day Cruise In & Car Show. Here are just a few reasons it's worth a trip (besides the fact that it's free and a must-see!): You'll Get to See 450 Dream Rides The Bastrop Area...

[Continue Reading →](#)

# BLOG

November blog performance:

## 11/26 – Holiday Cheer in Bastrop

- Pageviews: 150
- Avg. Time Spent: 01:36

## 12/2 – Planning a Meeting? Here's Why You Should Do It in Bastrop

- Pageviews: 12
- Avg. Time Spent: 01:36

\* Performance analytics are based on posts being live on [visitbastrop.com](http://visitbastrop.com) for 1 month.



### HOLIDAY CHEER IN BASTROP

Nov. 26, 2019

From an old-fashioned Main Street Christmas and small-town traditions to a dazzling night-time holiday parade, Bastrop is full of holiday cheer! Here's our list of what not to miss in Bastrop this holiday season: Lost Pines Christmas Nov. 29 – Dec. 24, 2019 Times and locations vary Join the...

[Continue Reading →](#)



### PLANNING A MEETING? HERE'S WHY YOU SHOULD DO IT IN BASTROP

Dec. 02, 2019

Whether you're planning a meeting, a conference or a team retreat, Bastrop offers genuine hospitality and a diverse mix of experiences to make it a successful gathering! Here's a round-up of the top reasons meeting and event planners book in our charming town: Easy Access Bastrop is a quick...

[Continue Reading →](#)

# BLOG

Developed two blog posts in December:

**12/17 – The Best Holiday Treats Are in Bastrop**

**12/19 – 5 Things You Need to Do in Bastrop This Winter**

\* Performance analytics are based on posts being live on [visitbastrop.com](https://www.visitbastrop.com) for 1 month.



## THE BEST HOLIDAY TREATS ARE IN BASTROP

Dec. 17, 2019

In all honesty, warm treats are the best part of the holiday season. And there's something for everyone in Bastrop - from traditional buttery cookies to vegan and keto-friendly pies and pastries. Check out these local bakeries during your next trip for a delicious taste of the Christmas spirit...

[Continue Reading →](#)



## 5 THINGS YOU NEED TO DO IN BASTROP THIS WINTER

Dec. 19, 2019

The holiday season is the best time of year, but it doesn't mean the fun has to stop after New Year's has passed. Avoid post-holiday blues this winter by planning a little getaway to Bastrop. Enjoy an authentic Texas experience without the crowds and make sure you add these highlights onto your...

[Continue Reading →](#)



# SOCIAL INFLUENCER CAMPAIGN

# SUSIE OSZUSTOWICZ

**Website:** [susiedrinks.com](http://susiedrinks.com)

**Content Type:** Food & Drink, Travel

**Total Social Media Reach:** 23K followers

- Instagram: 13.2K
- Twitter: 9.5K
- Pinterest: 603

**Est. Monthly Blog Visits:** 13.5K

**Dates Visited Bastrop:** September 26-28

**Lodging:** Pecan Street Inn



# SUSIE OSZUSTOWICZ

**Featured Attractions:** Bastrop State Park, Retail, Deep in the Heart Art Foundry, Barton Hill Farms

**Featured Food & Drinks:** Copper Shot Distillery, 602 Brewing Company, Colorado River Winery, Neighbor's Kitchen, Southside Market & BBQ, Maxine's, Coffee Dog Roastery

**Blog Post:**

<http://www.susiedrinksdallas.com/susie-drinks-other-places/bastrop-texas/>

**Est. Blog Post Views:** 1.36K



## BASTROP, TEXAS



Just outside of Austin, Texas, you'll find a small town that was up for title of "state capital" against Waterloo (now known as Austin). The kind residents of this wonderful town are endlessly glad that they didn't get the bid because it has allowed their town to become what it is today—a small city with a ton of history and some of the most generous people you'll find this side of the Mississippi.

# SUSIE OSZUSTOWICZ

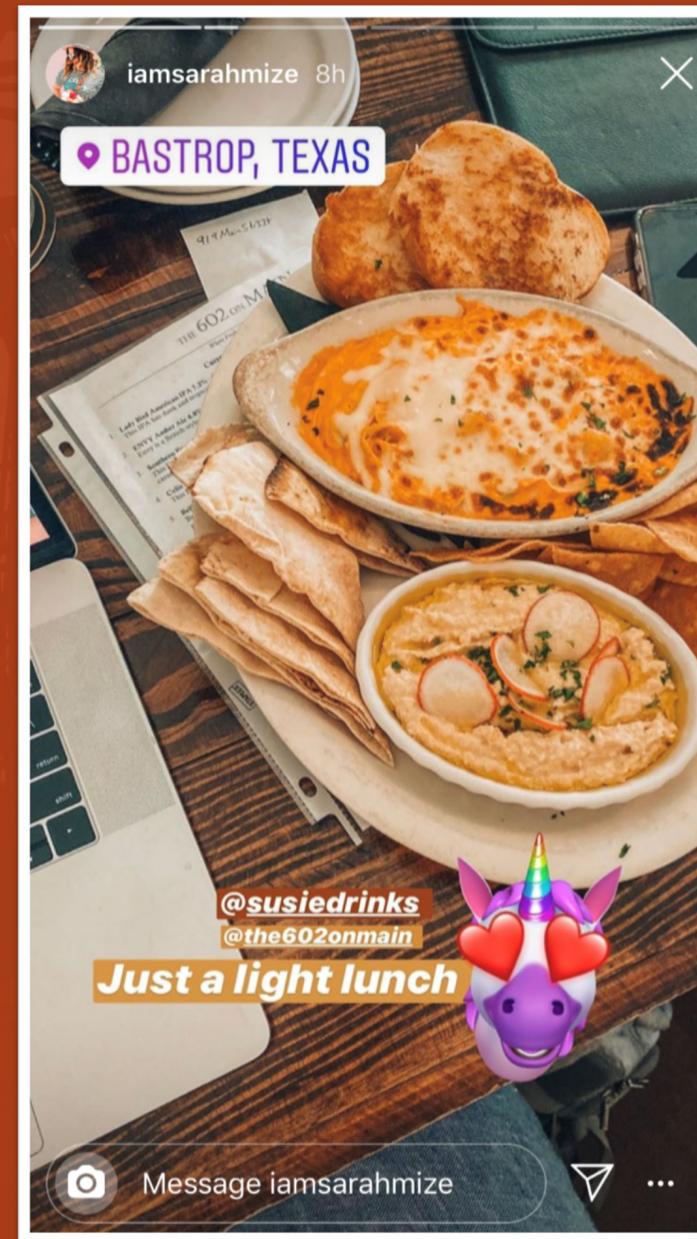
**Total Social Media Posts: 44**

- 41 Instagram Stories
- 3 Instagram feed posts

**Total Est. Social Impressions: 14,040+\***  
Impressions are the number of times content is displayed

**Total Social Engagements: 389+\***  
Interactions an influencer's audience has with a post (e.g. likes, comments, shares)

\* excludes Instagram Stories



# ERIN RUOFF

**Website:** [hilovely.com](http://hilovely.com)

**Content Type:** Family, Travel, Fashion

**Total Social Media Reach:** 66K followers

- Instagram: 58K
- Pinterest: 4K
- Facebook: 3.3K
- Twitter: 733

**Est. Monthly Blog Visits:** 242

**Dates Visited Bastrop:** Nov. 29 - Dec. 1

**Lodging:** Hyatt Regency Lost Pines Resort & Spa



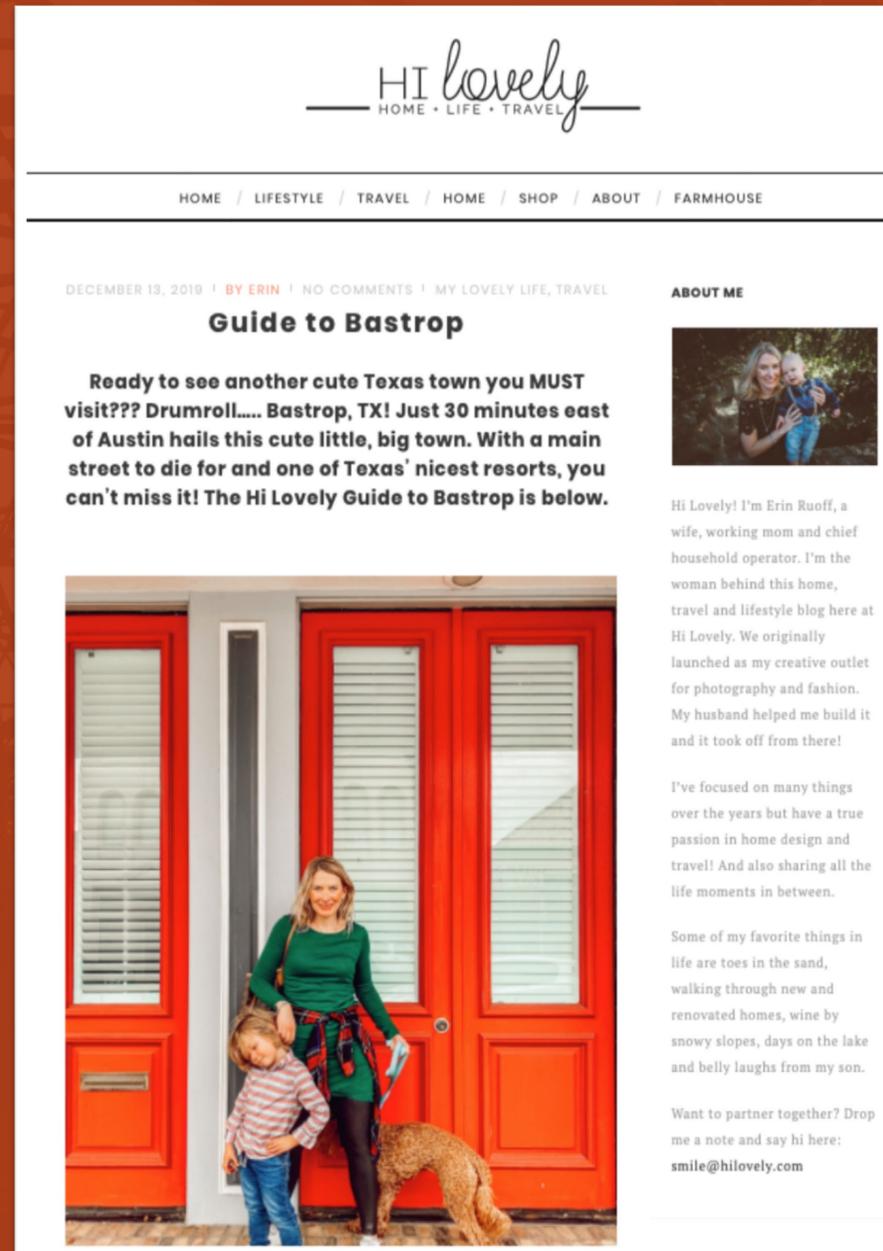
# ERIN RUOFF

**Featured Attractions:** Hyatt Regency Lost Pines Resort and Spa, Lost Pines Christmas, Downtown Bastrop, McKinney Roughs Nature Park, Dinosaur Park, Bastrop State Park.

**Featured Food & Drinks:** Maxine's Café and Bakery, Neighbor's Kitchen & Yard, The Grace Miller, Southside Meat & BBQ, 602 Brewing Company.

**Blog Post:** <https://hilovely.com/guide-to-bastrop-tx-things-to-do/>

**Est. Blog Views:** N/A



The screenshot shows a blog post on the website 'Hi Lovely Home • Life • Travel'. The post is dated December 13, 2019, and is written by Erin. The title is 'Guide to Bastrop'. The main text reads: 'Ready to see another cute Texas town you MUST visit??? Drumroll.... Bastrop, TX! Just 30 minutes east of Austin hails this cute little, big town. With a main street to die for and one of Texas' nicest resorts, you can't miss it! The Hi Lovely Guide to Bastrop is below.' There is a small photo of a woman and a child. Below the main text is a larger photo of a woman and a child standing in front of a red door. To the right of the main text is an 'ABOUT ME' section with a small photo of the author and a bio: 'Hi Lovely! I'm Erin Ruoff, a wife, working mom and chief household operator. I'm the woman behind this home, travel and lifestyle blog here at Hi Lovely. We originally launched as my creative outlet for photography and fashion. My husband helped me build it and it took off from there!' Below the bio is a paragraph: 'I've focused on many things over the years but have a true passion in home design and travel! And also sharing all the life moments in between.' Below that is another paragraph: 'Some of my favorite things in life are toes in the sand, walking through new and renovated homes, wine by snowy slopes, days on the lake and belly laughs from my son.' At the bottom of the 'ABOUT ME' section is a contact form: 'Want to partner together? Drop me a note and say hi here: smile@hilovely.com'



The screenshot shows an Instagram post from the account 'hi\_lovely', posted 9 minutes ago. The image is a large, decorated Christmas tree in a living room with a high ceiling and large windows. The caption reads: 'Morning views.' Below the caption are the following hashtags and tags: '@hyattlostpines', '#lostpinesmoment', '#hyattlostpines', '#visitbastroptx', and '@visitbastroptx'. At the bottom of the post is a 'Send Message' button.

# ERIN RUOFF

## Total Social Media Posts: 41

- 35 Instagram Stories
- 3 Instagram feed posts
- 2 Facebook feed posts
- 1 Twitter post

**Total Est. Social Impressions\*:** 47,302+  
Impressions are the number of times content is displayed

**Total Social Engagements\*:** 888+  
Interactions an influencer's audience has with a post (e.g. likes, comments, shares)

\* excludes Instagram Stories



 **alwaysworking\_mom** Love this!! I want to go there now 🙌💕



**EVENT**  
SUBMISSIONS

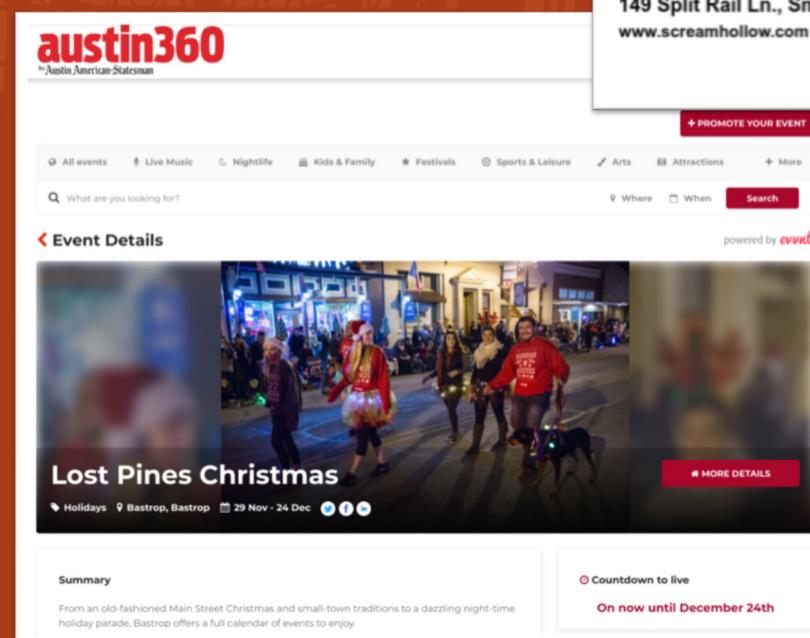
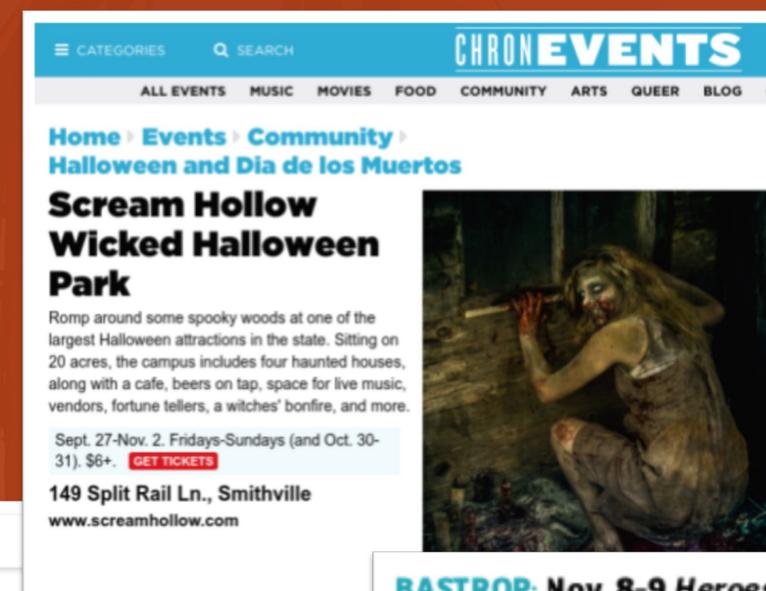
# EVENT SUBMISSIONS

SCREAM HOLLOW WICKED HALLOWEEN PARK  
PICKED UP SUBMISSIONS: 8

BASTROP VETERANS DAY CAR SHOW  
PICKED UP SUBMISSIONS: 5

LOST PINES CHRISTMAS  
PICKED UP SUBMISSIONS: 17

TOTAL PICK UP: 30 EVENTS



**BASTROP: Nov. 8-9 Heroes and Hot Rods Veterans Day Cruise In and Car Show** Everyone loves great car shows and our American heroes. This family event combines both. Come on down and let The Bastrop Area Cruisers Car Club treat you to its classic car display and veterans ceremony. Come admire the cars cruise down Main Street and enjoy special discounts at local stores and restaurants. Car show awards are given out in 33 classes including Best Engine, Paint, and Interior. *Bastrop Museum and Visitor Center, 904 Main St. 512-956-8507*

# LOOKING AHEAD

- Develop and distribute a listicle highlighting What's New in Bastrop.
- Develop and publish two blog posts supporting National Plan for Vacation Day and highlighting Bastrop's Outdoor Sports and Activities.
- Submit information on The Cult Classic Convention (Feb. 14-16) to media event calendars for listings consideration.
- Continue sourcing and securing influencers to visit Bastrop for social influencer campaign.
- Continue proactive outreach for media opportunities relevant for the destination both regionally and nationally.
- Continue to work to gather details on upcoming events for pitching opportunities.
- Development/Creation/Ad Sales for Visitor/Meeting Planner Guide
- Planning for 3<sup>rd</sup> Annual Bastrop Music Festival



**DIGITAL**

# TOUR TEXAS Q1 OVERVIEW

**TOUR TEXAS** **FREE BROCHURES** Order Now!

Cart Search Texas Login

Explore Texas Things To Do Places to Stay Maps Contest Order Brochures

**Bastrop**  
1408 B. Chestnut  
Bastrop, TX 78602  
512.332.8990  
www.visitbastrop.com

**VISIT BASTROP** EST. 1832 Texas

VISIT WEBSITE ORDER FREE BROCHURE  
VIEW VIDEO

**Visit Bastrop**

**Welcome To It All**

Just 30 miles southeast of Austin along Highway 71 is one of the most historic small towns in Texas. Welcome to Bastrop. Here, visitors get an authentic Texas experience without the crowds. From charming downtown streets to epic outdoor adventures, live music to mouthwatering meals, historic buildings to a burgeoning art scene, everyone is invited to Bastrop. Visit Bastrop and make yourself at home, create your next story and enjoy a special brand of Texas hospitality.

**Quick Facts**

- Total Population: 8,802
- Location: Approximately 30 miles southeast of Austin, 92 miles northeast of San Antonio and 133 miles northwest of Houston
- Hotels: 12

**More Info**

- Things to Do in Visit Bastrop
- Attractions in Visit Bastrop
- Ways to Enjoy a Visit to Bastrop

**Bastrop Social**

f i t

**PLAN VISIT**

## *Visit Bastrop TourTexas.com*

- More Info Page
- Things to Do in Visit Bastrop Page
- Attractions in Visit Bastrop Page
- Ways to Enjoy a Visit to Bastrop Page
- Links to Visit Bastrop Social Media Pages and Website

*Visit Bastrop Tour Texas Homepage*

# TOUR TEXAS Q1 PERFORMANCE

**New Digital Advertising Placement for FY2020**

**Total Visitor Guide Requests: 113**

**VisitBastrop.com Website Click-Thrus: 55**

**Visit Bastrop TourTexas.com Page Views: 869**

**Visit Bastrop Video Views: 133**

**VB Facebook Page Click-Thrus: 51 / VB Twitter Page Click-Thrus: 46 / VB Instagram Page Click-Thrus: 46**

# GOOGLE SEARCH CAMPAIGN

## OBJECTIVES

- Build awareness of Visit Bastrop
- Drive qualified traffic to the website
- Continue optimize keyword ad groups based on conversions

# KEY TAKEAWAYS – Q1

## November

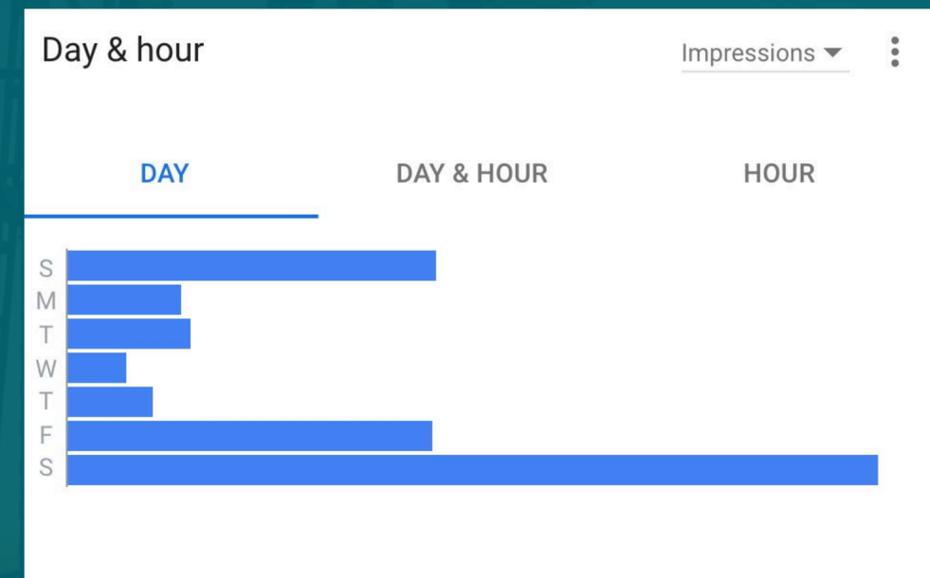
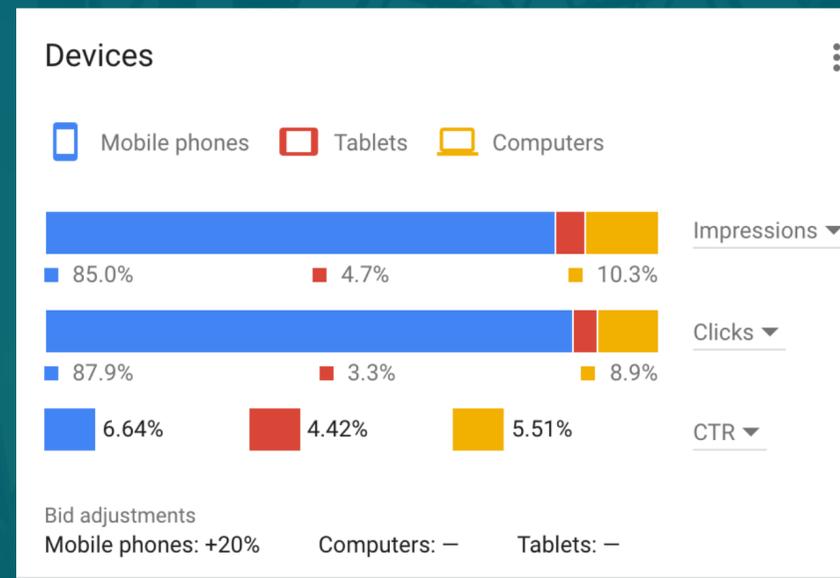
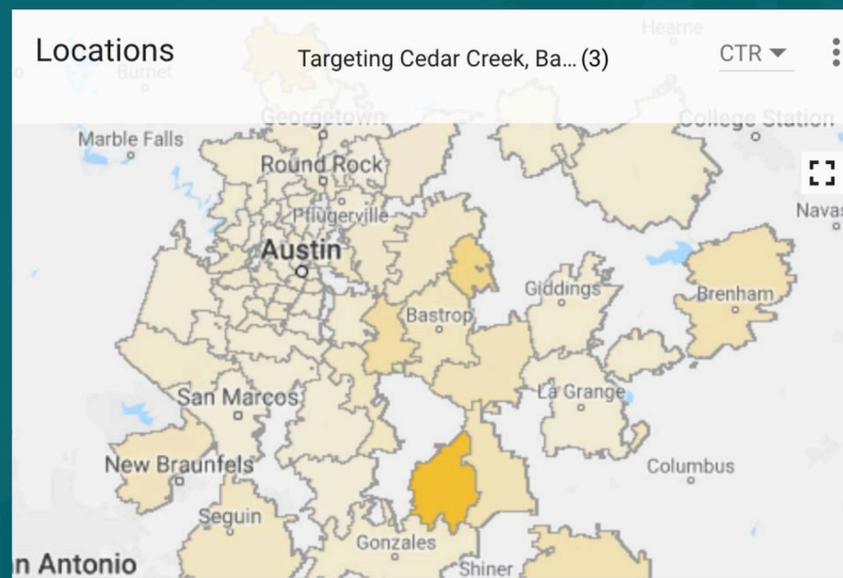
- Austin and Houston are among the top cities where the most searches were done.
- Females between the ages of 35 to 44 are the showing more interest.
- Top performing ads are performing above the 2.7% CTR industry benchmark.
- Continue optimizing bids and adding sitelinks descriptions to maximize the budget.

## December

- Females between the ages of 35 to 54 continued to be the most engaged.
- Top performing ads are performing above the 2.7% CTR industry benchmark.
- Continue optimizing bids and adding sitelinks descriptions to maximize the budget.

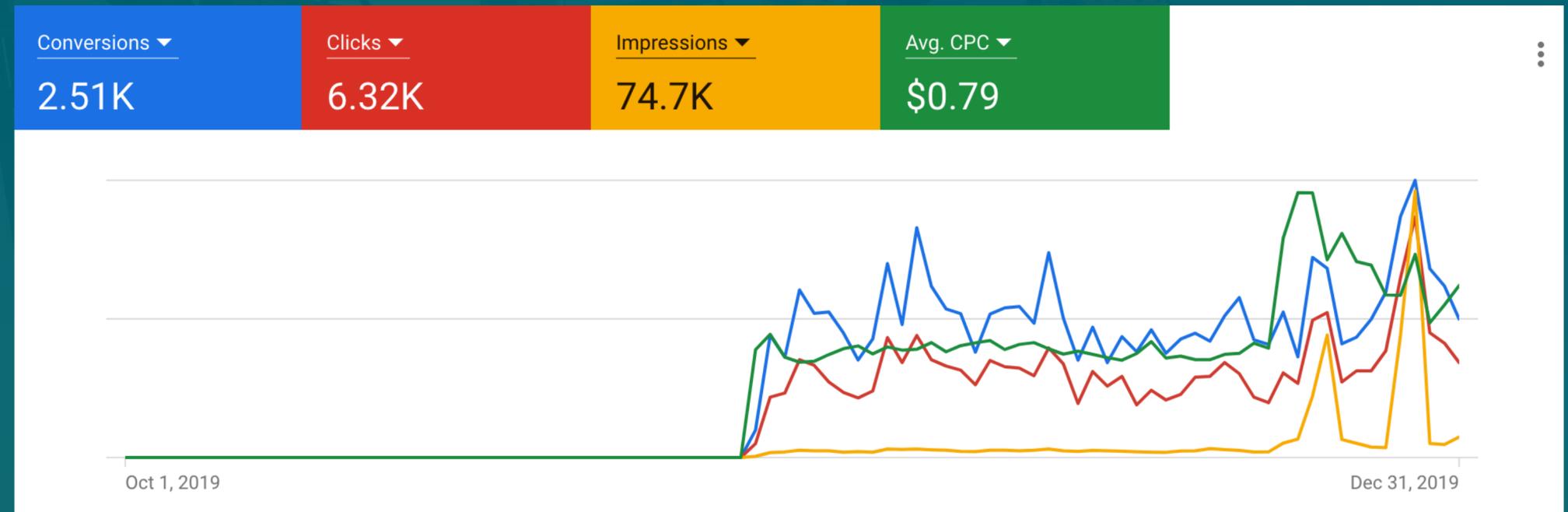
# USER ENGAGEMENT – Q1

During the month of November and December most users were searching around Bastrop using mobile devices. Saturdays saw an increase of impressions when compared to previous months.



# GOOGLE SEARCH PERFORMANCE

74.7K Impressions  
6.3K Clicks  
2.5K Conversions  
8.47% CTR



A large steel truss bridge is the central focus, silhouetted against a sunset sky. The bridge's complex lattice of steel beams is clearly visible. In the foreground, several people are walking across the bridge, their forms also silhouetted. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. The overall mood is serene and atmospheric.

# PRINT CAMPAIGN

# QUARTERLY OVERVIEW

## PRINT PLACEMENTS

Texas Events (Quarterly Publication)

Texas Highways Magazine (Monthly Publication)

South Central Motorcoach Association Newsletter (Quarterly Publication)

American Bus Association (Bi-Monthly Publication)

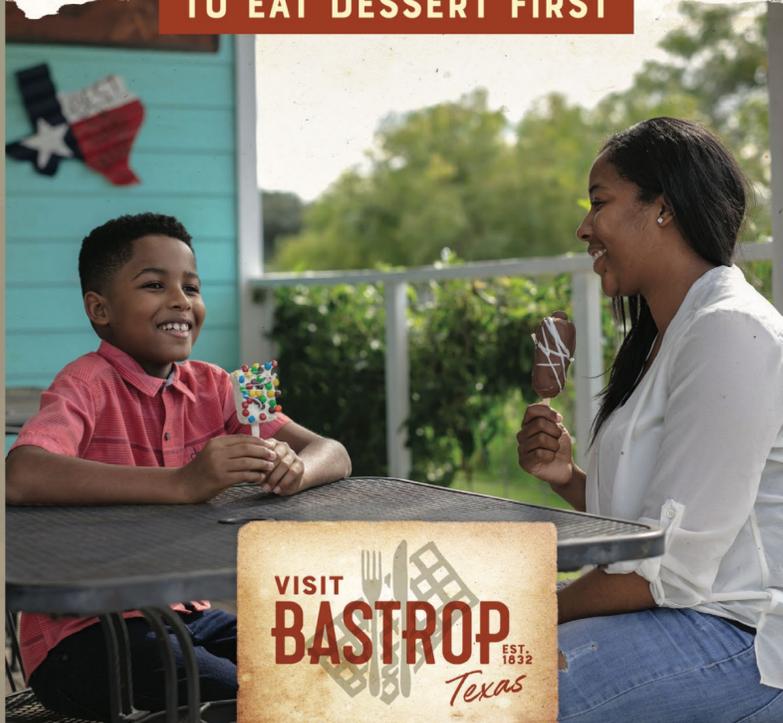
**Est. Total Circulation: 228,019**

# QUARTERLY ADS

Industries Represented:  
arts/culture,  
outdoor/recreation,  
food/drink

*We Welcome You*

**TO EAT DESSERT FIRST**



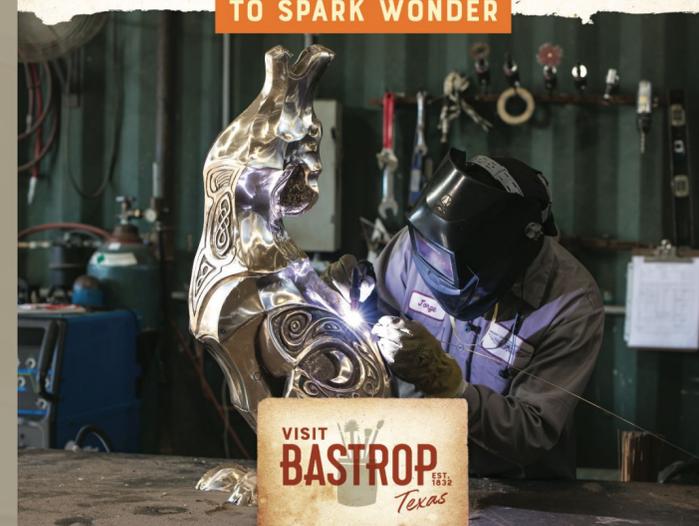
**VISIT BASTROP** EST. 1832  
Texas

Welcome to Bastrop—an original Texas town with a fresh approach to life. It all starts with a sweet treat in the sun followed by a stroll down Main Street. Then, mix in some live music and top it off with a mouthwatering Southern meal. And that's just half of it. We welcome you to make yourself at home, create your next story and enjoy our special brand of Texas hospitality.

*Welcome To It All* | **PLAN YOUR TRIP AT VISITBASTROP.COM**

*We Welcome You*

**TO SPARK WONDER**



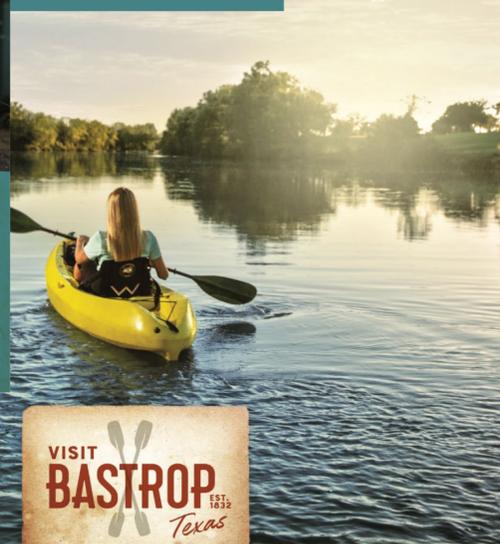
**VISIT BASTROP** EST. 1832  
Texas

Welcome to Bastrop—an original Texas town with a fresh approach to life. Start your trip with a spark of wonder while watching craftsmen work at Deep In the Heart Art Foundry, followed by an afternoon exploring our thriving art scene. Then, mix in some live music or catch a performance at the Bastrop Opera House. And that's just half of it. We welcome you to make yourself at home and enjoy our special brand of Texas hospitality.

*Welcome To It All*  
**PLAN YOUR TRIP AT VISITBASTROP.COM**

*Welcome You*

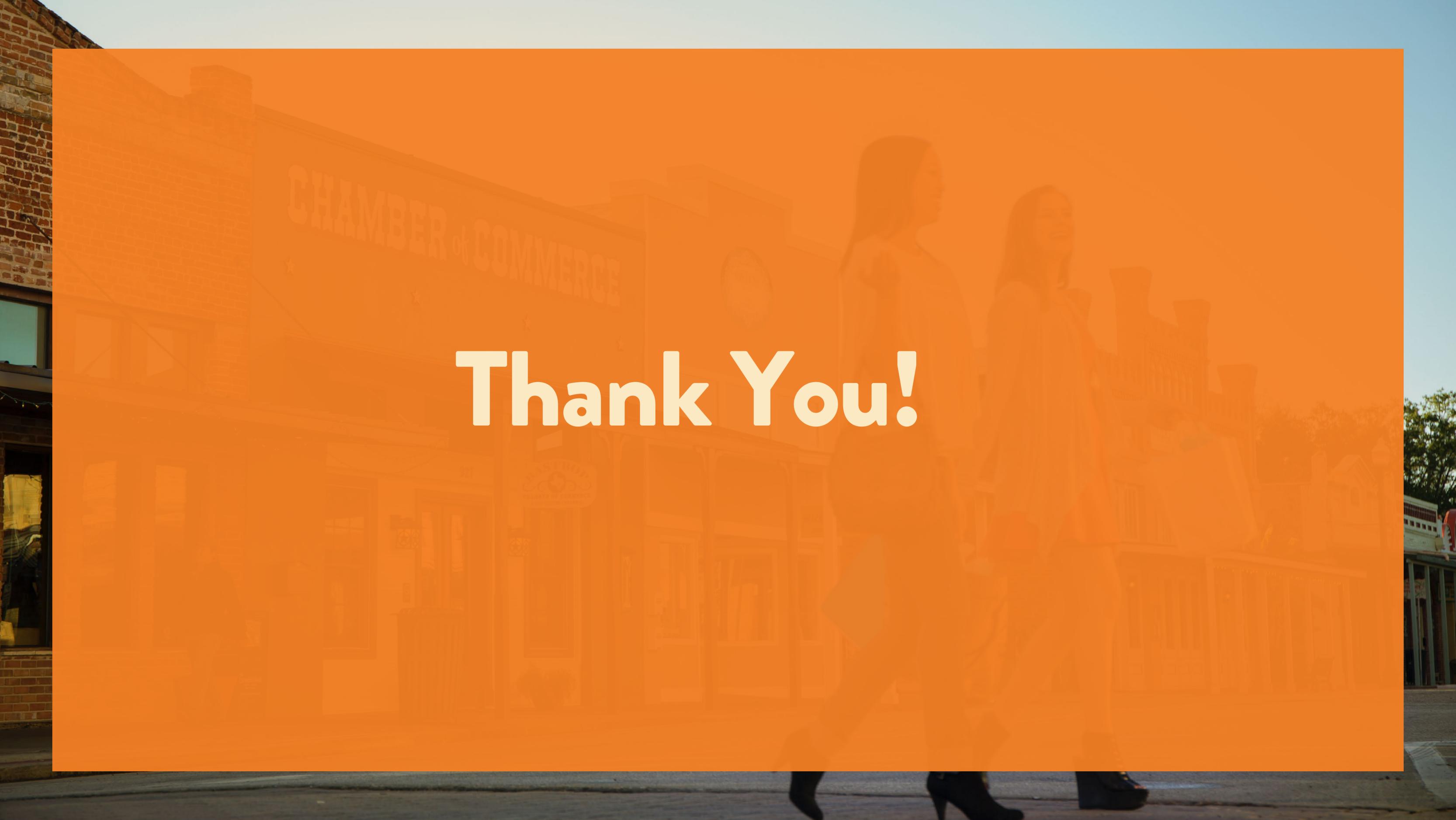
**TO PADDLE ON BY**



**VISIT BASTROP** EST. 1832  
Texas

Welcome to Bastrop—an original Texas town with a fresh approach to life. It all starts with a paddle down the Colorado River, followed by an epic zip line tour through the treetops of the Lost Pines. Then, mix in some live music and finish it off with a group hike through Bastrop State Park. And that's just half of it. We welcome you to make yourself at home and enjoy our special brand of Texas hospitality.

*Welcome To It All*  
**PLAN YOUR GROUP TRIP AT VISITBASTROP.COM**



**Thank You!**



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 6I

**TITLE:**

Receive Monthly Development Update.

**STAFF REPRESENTATIVE:**

Trey Job, Assistant City Manager

**BACKGROUND/HISTORY:**

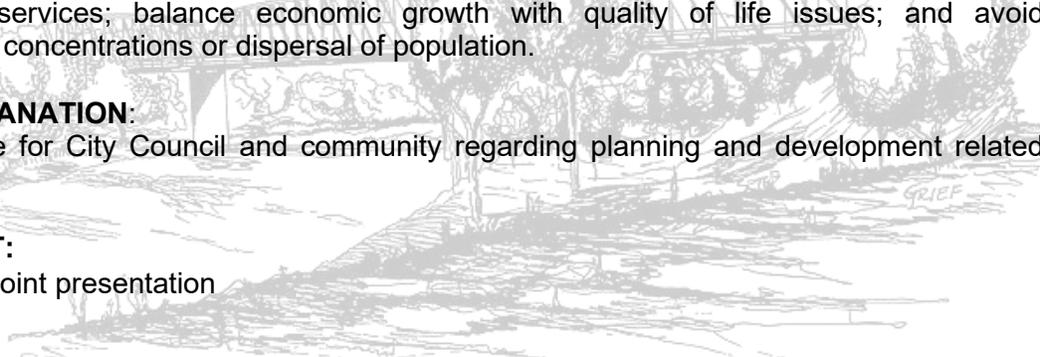
The Planning and Development Department's mission is preserving the past, while facilitating growth and quality of life in harmony with the vision for the City of Bastrop's future. The purpose of the department is to maximize community strengths and minimize weaknesses; protect property rights and enhance property values; anticipate growth and provide adequate public facilities and services; balance economic growth with quality of life issues; and avoid unmanageable concentrations or dispersal of population.

**POLICY EXPLANATION:**

Regular update for City Council and community regarding planning and development related items.

**ATTACHMENT:**

- PowerPoint presentation





# PLANNING & DEVELOPMENT



# Monthly Development Update



# Planning and Development

## Mission and Purpose

### **Mission:**

**Preserving the past while facilitating growth and quality of life in harmony with the vision for the City of Bastrop's future.**

### **Purpose:**

**To maximize community strengths and minimize weaknesses;  
protect property rights and enhance property values;  
anticipate growth and provide adequate public facilities and  
services, balance economic growth with quality of life issues**



# January Activity Matrix

	January	FYTD
Counter Visits	117	516
Permits Issued	35	195
Pre-Application Meetings	11	182
Pre-Development Meetings	1	3



# New Certificate of Occupancy

- **210 Hunters Crossing, The Preserve**
  - **Building 8**
  - **Building 10**
- **909 Chestnut, Starlight Tan**
- **1670 HWY 71 E, Padgett Hearing**
- **115 Loop 150, Susan Nogues Realty**



# Ongoing Commercial Projects

- **365 Self Storage - 510 W SH 71**



# Completed Commercial Projects

- **Lost Pines Professional Building – 711 Old Austin Highway**



# Residential Projects

- **Pecan Park**
  - **282 lots**
- **Piney Creek Bend**
  - **77 lots**
- **The Preserve at Hunter's Crossing**
  - **140 units**





**BUILDING BASTROP**

HONORING OUR AUTHENTIC PAST.  
PLANNING FOR OUR SUSTAINABLE FUTURE.

# Questions or Comments?





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**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 start of the meeting.*

*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:** January 28, 2020

**AGENDA ITEM:** 8A

**TITLE:**

Consider action to approve City Council minutes from January 14, 2020, Regular Meeting and January 15, 2020, Joint Council and BEDC Meeting.

**STAFF REPRESENTATIVE:**

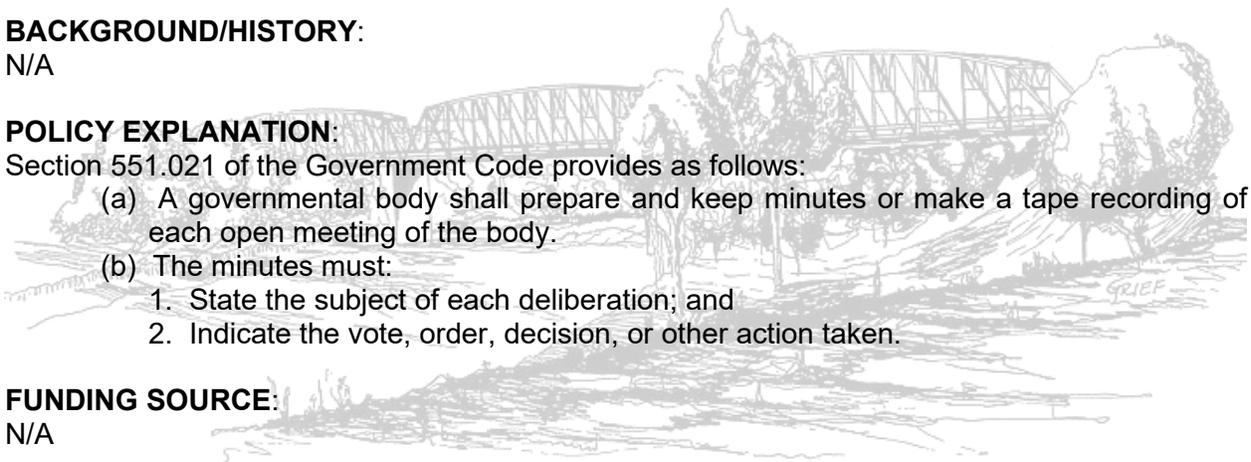
Lynda Humble, City Manager  
Ann Franklin, City Secretary

**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 January 14, 2020, Regular Meeting and January 15, 2020, Joint Council and BEDC Meeting.

**ATTACHMENTS:**

- January 14, 2020, DRAFT Regular Meeting Minutes.
- January 15, 2020, DRAFT Joint Council and BEDC Meeting Minutes.

**January 14, 2020**

The Bastrop City Council met in a Regular Meeting on Tuesday, January 14, 2020, at 6:30 p.m. at the Bastrop City Hall Council Chambers, located at 1311 Chestnut Street, Bastrop, Texas. Members present were Mayor Schroeder, Mayor Pro Tem Nelson and Council Members Ennis, Rogers and Peterson. Officers present were City Manager Lynda Humble, City Secretary Ann Franklin and City Attorney, Alan Bojorquez.

**CALL TO ORDER**

**At 6:30 p.m. Mayor Schroeder called the meeting to order with a quorum being present.**

**PLEDGE OF ALLEGIANCE**

**INVOCATION**

Dale Burke, Police Chaplain gave the invocation.

**Council Member Jackson arrived at 6:33 p.m.**

**PRESENTATIONS**

- 4A. Mayor's Report
- 4B. Councilmembers' Report
- 4C. City Manager's Report
- 4D. A proclamation of the City Council of the City of Bastrop, Texas, recognizing January 20, 2020 as Martin Luther King Day.  
**The proclamation was read into record by Mayor Schroeder and received by Council Member Jackson.**
- 4E. Presentation of 2019 Lost Pines Christmas Lighted Parade Winners.  
**Presentation was made by Main Street Manager, Rebecca Gleason.**

**CITIZEN COMMENTS**

**SPEAKERS**

**Sumai Lokumbe  
508 Cedar St.  
Bastrop, TX 78602  
512-718-9350**

**WORK SESSION/BRIEFINGS**

- 5A. Receive presentation on the proposed contract for election services.  
**Presentation was made by City Secretary, Ann Franklin.**

**ITEMS FOR INDIVIDUAL CONSIDERATION**

- 9C. Consider action to approve Resolution No. R-2020-01 of the City Council of the City of Bastrop, Texas, calling for and establishing the procedures for a May 2, 2020 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 Ennis to approve Resolution No. R-2020-01, seconded by Council Member Peterson, motion was approved on a 5-0 vote.**

- 9D. Consider action to approve Resolution No. R-2020-02 of the City Council of the City of Bastrop, Texas, approving a Joint Agreement between the City of Bastrop, Bastrop Independent School District and Bastrop County Water Control and Improvement District No. 2 for the May 2, 2020 General Election for Bastrop, Texas, attached as Exhibit A; authorizing the City Manager 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 Rogers to approve Resolution No. R-2020-02, seconded by Council Member Ennis, motion was approved on a 5-0 vote.**

- 9E. Consider action to approve Resolution No. R-2020-03 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 2, 2020 General Election for Bastrop, Texas, attached as Exhibit A; authorizing the City Manager 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 Rogers to approve Resolution No. R-2020-03, for the amount of 11,991.83, seconded by Council Member Jackson, motion was approved on a 5-0 vote.**

- 9J. Consider action to approve Ordinance No. 2020-01 of the City Council of the City of Bastrop, Texas, authorizing the Issuance of the City of Bastrop, Texas Combination Tax and Revenue Certificates of Obligation, Series 2020 to purchase Fire trucks and equipment; Levying an Ad Valorem Tax and Pledging Certain Surplus Revenues in Support of the Certificates; Approving an Official Statement, a Paying Agent/Registrar Agreement and Other Agreements Relating to the Sale and Issuance of the Certificates; and Ordaining Other Matters Relating to the Issuance of the Certificates; repealing all ordinances and actions in conflict herewith; and providing for an effective date.  
**Presentation was made by Dan Wegmiller, Managing Director, Specialized Public Finance, Inc.**

**A motion was made by Council Member Rogers to approve final reading of Ordinance No. 2020-01, seconded by Council Member Ennis, motion was approved on a 5-0 vote.**

- 9G. Hold public hearing and consider action to approve Resolution No. R-2020-07 of the City Council of the City of Bastrop, Texas; supporting an application for 2020 Housing Tax Credits by Farm Street Village, LP, for a development located at approximately

1500 Farm Street, named Farm Street Village, to the Texas Department of Housing & Community Affairs to develop affordable rental senior housing, within the city limits of Bastrop, Texas; authorizing the Mayor to certify resolutions to Texas Department of Housing & Community Affairs; authorizing the City Manager to waive Two Hundred Fifty Dollars and No Cents (\$250.00) in development fees; and providing for an effective date.

**Presentation was made by Assistant Director of Planning, Jennifer Bills.**

**Public hearing was opened.**

**Public hearing was closed.**

**A motion was made by Council Member Ennis to approve Resolution No. R-2020-07, seconded by Mayor Pro Tem Nelson, motion was approved on a 5-0 vote.**

- 9H. Consider action to approve Resolution No. R-2020-09 of the City of Bastrop, Texas; acknowledging that Bastrop has more than two times the state average per capita of housing tax credit units and supporting the 2020 Housing Tax Credit Application by Farm Street Village, LP, for the development located at approximately 1500 Farm Street, named Farm Street Village, to the Texas Department of Housing and Community Affairs to develop affordable rental senior housing, within the city limits of Bastrop, Texas, authorizing the execution of documents; and providing an effective date.

**Public hearing was opened.**

**Public hearing was closed.**

**A motion was made by Council Member Jackson to approve Resolution No. R-2020-09, seconded by Council Member Peterson, motion was approved on a 5-0 vote.**

## **WORK SESSION/BRIEFINGS**

- 5B. Discuss the cooperation agreement from 1965 with the Bastrop Housing Authority, and receive policy direction regarding charging fees for permitting and inspections.  
**Presentation was made by Assistant City Manager of Development Services, Trey Job.**
- 5C. Discuss request to create designated parking at the LCRA Ballfields.  
**Presentation was made by Assistant City Manager of Development Services, Trey Job.**

## **STAFF AND BOARD REPORTS**

- 6B. Receive Quarterly Presentation from the Bastrop Economic Development Corporation.  
**Presentation was made by Chief Executive Officer, Cameron Cox.**

**Mayor Schroeder recessed the Council Meeting at 8:14 p.m.**

**Mayor Schroeder called the meeting back to order at 8:20 p.m.**

- 6A. Receive presentation on the unaudited Monthly Financial Report for the period ending November 30, 2019.  
**Presentation was made by Chief Financial Officer, Tracy Waldron.**

### **CONSENT AGENDA**

**A motion was made by Council Member Ennis to approve Items 8A and 8B listed on the Consent Agenda after being read into the record by Mayor, Connie Schroeder. Seconded by Council Member Peterson, motion was approved on a 5-0 vote.**

- 8A. Consider action to approve City Council minutes from December 10, 2019, Regular Meeting and January 7, 2020, Special Called Meeting.
- 8B. Consider action to approve the second reading of Ordinance No. 2019-76 of the City Council of the City of Bastrop, Texas, amending the budget for the Fiscal Year 2020 in accordance with existing statutory requirements; appropriating the various amounts herein as attached in Exhibit A; repealing all prior ordinances and actions in conflict herewith; and establishing an effective date.

### **ITEMS FOR INDIVIDUAL CONSIDERATION**

- 9A. Consider action to approve Resolution No. R-2020-04 of the City Council of the City of Bastrop, Texas confirming a board appointment of the Mayor, as required in Section 3.08 of the City's Charter, and establishing an effective date.  
**A motion was made by Mayor Pro Tem Nelson to approve Resolution No. R-2020-04, seconded by Council Member Ennis, motion was approved on a 5-0 vote.**

- 9B. Consider action to approve Resolution No. R-2020-08 of the City Council of the City of Bastrop, Texas approving the public information request form; designating the city's mailing address and e-mail address for receiving requests for public information; and establishing an effective date.  
**Presentation was made by City Secretary, Ann Franklin.**

**A motion was made by Mayor Pro Tem Nelson to approve Resolution No. R-2020-08, with the following amendment seconded by Council Member Ennis, motion was approved on a 5-0 vote.**

**The amendment was to create additional space to allow more writing space on the City of Bastrop's Texas Public Information Act Information Request form.**

- 9F. Hold public hearing and consider action to approve Resolution No. R-2020-06 of the City Council of the City of Bastrop, Texas granting a variance to Bastrop Code of Ordinances Article 4.02.005 Sale of Alcoholic Beverages, Separation Requirements from Church, Public or Private School, or Public Hospital, on property located at 1004 Main Street, within the city limits of Bastrop, Texas, as shown in Exhibit A; providing for a repealing clause; and establishing an effective date.  
**Presentation was made by Planner and GIS Coordinator, Allison Land.**

**Public hearing was opened.**

**Public hearing was closed.**

**A motion was made by Council Member Ennis to approve Resolution No. R-2020-06, seconded by Council Member Jackson, motion was approved on a 5-0 vote.**

- 9I. Consider action to approve Resolution No. R-2020-05 of the City Council of the City of Bastrop, Texas awarding a master contract for the purchase and delivery of Harmsco Filter Cartridges to Ryan Herco Flow Solutions, in the amount of One Hundred Fifty-Four and 62/100 cents (\$154.62) and Four Hundred Fourteen and 91/100 cents (\$414.91) per unit; as attached in Exhibit A; authorizing the City Manager to execute all necessary documents; providing for a repealing clause; and establishing an effective date.

**Presentation was made by Assistant City Manager of Development Services, Trey Job.**

**A motion was made by Council Member Rogers to approve Resolution No. R-2020-05, seconded by Council Member Peterson, motion was approved on a 5-0 vote.**

- 9K. Consider action to approve Resolution No. R-2020-10 of the City Council of the City of Bastrop, Texas, establishing a required retainage of ten percent (10%) be held as part of Public Construction Projects, authorizing the City Manager to execute all necessary documents; and providing an effective date.

**Presentation was made by Assistant City Manager of Development Services, Trey Job.**

**A motion was made by Mayor Pro Tem Nelson to approve Resolution No. R-2020-10, seconded by Council Member Peterson, motion was approved on a 5-0 vote.**

- 9L. Consider action to approve Resolution No. R-2020-11 of the City Council of the City of Bastrop, Texas awarding a contract with Simplecity Design LLC for professional planning and urban design services in an amount not to exceed Thirty Thousand and 00/100 Dollars (\$30,000.00), as attached is Exhibit A; authorize the City Manager to execute necessary documents; providing for a repealing clause; and establishing an effective date.

**Presentation was made by City Manager, Lynda Humble.**

**A motion was made by Council Member Peterson to approve Resolution No. R-2020-11 as written. The motion died for lack of a second.**

**A motion was made by Council Member Jackson to approve Resolution No. R-2020-11 with the following amendments, seconded by Council Member Ennis, motion was approved on a 5-0 vote.**

**The amendments were to remove the automatic renewal from the contract and have all Task Orders come before Council.**

## **EXECUTIVE SESSION**

**The City Council met at 9:00 p.m. in a closed/executive session pursuant to the Texas**

**Government Code, Chapter 551, et seq, to discuss the following:**

- 10A. City Council shall convene into closed executive session pursuant to Section 551.074 to conduct an annual performance evaluation of the City Manager as required by her employment agreement.
- 10B. City Council shall convene into closed executive session pursuant to Section 551.072 of the Texas Government Code to deliberate the acquisition of property and easements associated with the construction of Wastewater Treatment Plant #3.
- 10C. City Council shall convene into closed executive session for a briefing pursuant to Texas Government Code Sections 551.071, .72, and .087 regarding legal, real estate, and economic development aspects of possible vendor space at Fisherman’s Park.
- 10D. City Council shall convene into closed executive session for a briefing pursuant to Texas Government Code Sections 551.071, .074 and regarding the draft job description for a City Council Liaison position.

**The Bastrop City Council reconvened at 10:48 p.m. into open (public) session.**

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

No action taken.

**ADJOURNMENT**

**Adjourned at 10:50 p.m. without objection.**

APPROVED:

ATTEST:

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

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

**The Minutes were approved on January 28, 2020, by Council Member motion, Council Member second. The motion was approved on a vote.**

**MINUTES OF JOINT WORKSHOP WITH BASTROP COUNCIL AND PLANNING AND ZONING COMMISSION**

**January 15, 2020**

The Bastrop City Council and Bastrop Economic Development Corporation (BEDC) met in a Joint Workshop Meeting on Wednesday, January 15, 2020, at 4:30 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 Nelson and Council Members Jackson, Ennis, Rogers and Peterson. Officers present were: City Manager, Lynda Humble and City Secretary, Ann Franklin. Members present for BEDC were: Kathryn Nash, Ron Spencer, Jeff Haladyna and Sam Kier.

**CALL TO ORDER**

- a. **Mayor Schroeder called the meeting of the Bastrop City Council to order with a quorum being present at 4:30 p.m.**
- b. **Bastrop Economic Development Corporation – Chair, Kathryn Nash called the meeting of the Bastrop Economic Development Corporation to order with a quorum being present at 4:31 p.m. Pat Crawford was absent.**

**Kevin Plunkett arrived at 4:33 p.m.**

**WORKSHOP SESSION**

- 2A. Receive strategic report summary from Jay Garner with Garner Economics setting forth the strategic plan for the Bastrop Economic Development Corporation, and discussion regarding implantation of report and strategic plan.  
**Presentation was made by Jay Garner, President & Founder and Cyndi Dancy, Research Director, Garner Economics.**

**ADJOURNMENT**

- a. **Mayor Schroeder adjourned the Bastrop City Council meeting at 5:59 p.m. without objection.**
- b. **Chair, Kathryn Nash adjourned the Bastrop Economic Development Corporation meeting at 5:59 p.m. without objection.**

APPROVED:

ATTEST:

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

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

**The Minutes were approved on January 28, 2020, by Council Member \_\_\_\_\_’s motion, Council Member \_\_\_\_\_’s second. The motion was approved on a \_\_-\_\_ vote.**



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 9A

**TITLE:**

Consider action to approve Resolution No. R-2020-12 of the City Council of the City of Bastrop, Texas, amending Resolution No. R-2020-01 calling for and establishing the procedures for a May 2, 2020, General Election for Bastrop, Texas; and providing an effective date.

**STAFF REPRESENTATIVE:**

Ann Franklin, City Secretary

**BACKGROUND/HISTORY:**

At the January 14, 2020, City Council meeting Council approved Resolution No. R-2020-01, calling the City of Bastrop May 2, 2020, Election. The call of the Election listed six early voting polling locations. At this same Council meeting after approving Resolution No. R-2020-01, Council approved Resolution No. R-2020-03, approving an additional eight early voting polling locations. The amended call of the Election includes the entire 14 early voting polling locations.

**POLICY EXPLANATION:**

Texas Election Code

Chapter 3. Ordering Election

Sec. 3.001. Order Required

Each general and special election shall be ordered as provided by this chapter.

Sec. 3.004. Election of Political Subdivision.

(a)The following authority shall order an election:

- (1) the county judge, for the general election for officers of the county government;
- (2) the mayor, for the general election for city officers in a city with a population of 1.9 million or more; and
- (3) the governing body of a political subdivision, other than a county or a city described by Subdivision (2), that has elective offices, for the general election for those officers.

**FUNDING SOURCE:**

Estimated Amount:

- Joint Election with BISD and Bastrop County WCID #2 – \$6,705.48
- Without Joint Election – \$10,305.22

This cost was approved in the 2019-2020 FY budget, in account 101 04-00-5681.

**RECOMMENDATION:**

Consider action to approve Resolution No. R-2020-12 of the City Council of the City of Bastrop, Texas, amending Resolution No. R-2020-01 calling for and establishing the procedures for a May 2, 2020 General Election for Bastrop, Texas; and providing an effective date.

**ATTACHMENTS:**

- Resolution – English
- Resolution – Spanish



**RESOLUTION NO. R-2020-12**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS,  
AMENDING RESOLUTION NO. R-2020-01 CALLING FOR AND  
ESTABLISHING THE PROCEDURES FOR A MAY 2, 2020, GENERAL  
ELECTION FOR BASTROP TEXAS; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the laws of the State of Texas and the City of Bastrop, provide that on **May 2, 2020**, there shall be elected the following officials for the City at a general election:

**Mayor – Mayor for a Term of 3 years  
Place 3 – Council Member at Large, for a Term of 3 years  
and,**

**WHEREAS**, the laws of the State of Texas further provide that the Election Code of the State of Texas is applicable to the elections, and in order to comply with said Code, a resolution shall be passed establishing the procedures to be followed in the elections, and designating the voting places for the elections.

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

**Section 1.** That all candidates, for the general election to be held on the First Saturday in **May 2020 (May 2, 2020)** for the above mentioned City offices, shall file their application to become a candidate with the City Secretary of the City of Bastrop, at City Hall, 1311 Chestnut Street, Bastrop, Texas 78602 on or before **5:00 p.m. on February 14, 2020**, the seventy-eighth (78<sup>th</sup>) day before the election, and that all of the applications shall be on a form as prescribed by Section 141.031 of the Election Code of the State of Texas.

**Section 2.** The order in which the names of the candidates are to be printed on the ballot for the general election shall be determined by a drawing by the Bastrop City Secretary as provided by Section 52.094 of the Election Code.

**Section 3.** This City has five (5) election precincts and the election shall be held at the following location:

**For Election Precincts 1001, 1002, 1003, 2009 and 2011 (including all of the area within the boundaries of the Bastrop City limits) the election polling place shall be at Bastrop ISD Service Center, located at 906 Farm Street, Bastrop, Texas.**

**Section 4.** The County Elections Administrator is hereby authorized and instructed to provide and furnish all necessary election supplies to conduct the elections. Voting at such elections shall be upon paper ballots prepared in conformity to the Texas Election Code.

**Section 5.** Section 61.012 of the Texas Election Code requires that the Bastrop City Council must provide at least one accessible voting system in each polling place used in a Texas election on or after January 1, 2006. This system must comply with state and federal laws setting the requirements for voting systems that permit voters with physical disabilities to cast a secret ballot.

**Section 6.** The Office of the Texas Secretary of State has certified that the Election Systems & Software's (ES&S) EVS 5.4.0.0 which includes the Express Vote ballot marking device to be used in conjunction with the DS850 is an accessible voting system that may legally be used in Texas elections.

**Section 7.** Sections 123.032 and 123.035 of the Texas Election Code authorize the acquisition of voting systems by local political subdivisions and further mandate certain minimum requirements for contracts relating to the acquisition of voting of such voting systems.

**Section 8.** As chief elections officer as appointed by the Bastrop City Council, **the Elections Administrator** must, according to Section 61.012 of the Texas Election Code provide at least one accessible voting system in each polling place used in a Texas election on or after January 1, 2006. This system must comply with state and federal laws setting the requirements for voting systems that permit voters with physical disabilities to cast a secret ballot.

**Section 9.** The following named persons are hereby appointed officers for the general and concurrent special elections:

For Election Precincts 1001, 1002, 1003, 2009 & 2011 – Vickie Deland shall serve as Presiding Judge;

For Election Precincts 1001, 1002, 1003, 2009 & 2011 – P.K. Barnett shall serve as Alternate Presiding Judge;

The clerks for the election will be appointed by the Presiding Judge, in a number not to exceed six (6) clerks.

**Section 10.** The polls at the above designated polling place shall be open on the Election Day from 7:00 a.m. to 7:00 p.m.

**Section 11.** Kristin Miles is hereby appointed Clerk for Early Voting. Early voting begins on April 20, 2020, the twelfth (12<sup>th</sup>) day before the election and ends on April 28, 2020, the fourth (4<sup>th</sup>) day preceding the date of the election.

### **EARLY VOTING DATES, TIMES, AND LOCATIONS**

**Main Location:**

Bastrop ISD Service Center, 906 Farm Street, Bastrop, Texas 78602

<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>
<b>April 20</b> 8:00 a.m.- 5:00 p.m.	<b>April 21</b> 8:00 a.m.- 5:00 p.m.	<b>April 22</b> 8:00 a.m.- 5:00 p.m.	<b>April 23</b> 8:00 a.m.- 5:00 p.m.	<b>April 24</b> 8:00 a.m.- 5:00 p.m.
<b>April 27</b> 7:00 a.m. – 7:00 p.m.	<b>April 28</b> 7:00 a.m. – 7:00 p.m.			

**Branch Locations:**

Bastrop High School, 1614 Chambers St., Bastrop Texas  
Lost Pines Elementary, 151 Tiger Woods, Bastrop, Texas  
Cedar Creek High, 793 Union Chapel, Cedar Creek, Texas  
Cedar Creek Middle, 125 Voss Parkway, Cedar Creek, Texas  
Red Rock Elementary, 2401 FM 20, Red Rock, Texas.  
Bluebonnet Elementary School, 416 FM 1209, Bastrop, TX 78602  
Cedar Creek Elementary School, 5582 FM 535, Cedar Creek, TX 78612  
Emile Elementary School, 601 MLK Jr. Dr., Bastrop, TX 78602  
Mina Elementary School, 1203 Hill St., Bastrop, TX 78602  
Bastrop Intermediate School, 509 Old Austin Hwy., Bastrop, TX 78602  
Cedar Creek Intermediate School, 151 Voss Pkwy., Cedar Creek, TX 78612  
Bastrop Middle School, 725 Old Austin Hwy., Bastrop, TX 78602  
Colorado River Collegiate Academy/Genesis High School, 1602 Hill St., Bastrop, TX 78602

<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>
<b>April 20</b> 8:00 a.m.- 5:00 p.m.	<b>April 21</b> 8:00 a.m.- 5:00 p.m.	<b>April 22</b> 8:00 a.m.- 5:00 p.m.	<b>April 23</b> 8:00 a.m.- 5:00 p.m.	<b>April 24</b> 8:00 a.m.- 5:00 p.m.
<b>April 27</b> 7:00 a.m. – 7:00 p.m.	<b>April 28</b> 7:00 a.m. – 7:00 p.m.			

**Section 12.** Ballot applications and ballots voted by mail should be addressed to the Early Voting Clerk, Kristin Miles, Bastrop County Elections Administrator, 804 Pecan Street, Bastrop, Texas 78602. Applications for ballots by mail must be received no later than the close of business on April 20, 2020, the eleventh (11<sup>th</sup>) day before the elections.

**Section 13.** For Elections Precincts 1001, 1002, 1003, 2009 and 2011, Staci Calvert is hereby appointed as Presiding Judge of the Early Voting Ballot Board. In accordance with Section 87.002 et seq. of the Texas Election Code the presiding judge shall appoint at least two (2) other members to the Early Voting Ballot Board and shall process early voting results in accordance with the Texas Election Code.

**Section 14.** The Presiding Judge and Alternate Presiding Judge will receive compensation at the rate of \$12.00 per hour. The Clerks will receive compensation at the rate of \$10.00 per hour. The Presiding Judge or his/her designee will receive an additional \$25.00 for picking up the election supplies prior to Election Day and for returning the supplies after the polls close.

**Section 15.** The general election shall be held in accordance with the Election Code of this State and only resident qualified voters of the City shall be eligible to vote at the election.

**Section 16.** The Mayor shall give notice of this election in accordance with the terms and provisions of Sections 4.004, 83.010, 85.004 and 85.007 of the Election Code, and all necessary orders and writs for the elections shall be issued by the proper authority. Returns of the elections shall be made to the City Council immediately after the closing of the polls.

**Section 17.** It is further found and determined that in accordance with the order of this governing body, the City Secretary will post notice of the date to hold the drawing for a place on

the ballot on the bulletin board located in the City Hall, a place convenient and readily accessible to the general public, and the notice will be posted and remain posted continuously for at least seventy-two (72) hours preceding the scheduled time of the meeting. A copy of the return of the posting shall be attached to the minutes of this meeting and shall be made a part thereof for all intents and purposes.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Bastrop this 28<sup>th</sup> day of January 2020.

APPROVED:

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

ATTEST:

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

APPROVED AS TO FORM:

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

## RESOLUCIÓN NÚM. R-2020-12

**RESOLUCIÓN DEL CONSEJO DE LA CIUDAD DE BASTROP, TEXAS, QUE ENMIENDA LA RESOLUCIÓN NO. R-2020-01 PARA CONVOCAR E INSTITUIR PROCEDIMIENTOS DE LA ELECCIÓN GENERAL DE BASTROP, TEXAS QUE SE LLEVARÁ A CABO EL 2 DE MAYO, 2020; Y PARA PROVEER LA FECHA DE VIGOR.**

**POR CUANTO**, Las leyes del Estado de Texas y de la Ciudad de Bastrop, disponen que el **2 de mayo, 2020** serán electos los siguientes oficiales de la Ciudad en una elección general:

**Alcalde –Alcalde para plazo de 3 años**

**Puesto 3 – Miembro del Consejo de la Ciudad entera, para plazo de 3 años y,**

**POR CUANTO**, Las leyes del Estado de Texas además disponen que el Código Electoral del Estado de Texas aplica a las elecciones, y que, para cumplir con dicho Código, una resolución deberá aprobarse instituyendo procedimientos para llevar a cabo las elecciones y para designar los sitios de votación de las elecciones.

**AHORA, POR LO TANTO, RESUÉLVASE Y ORDÉNESE POR EL CONSEJO MUNICIPAL DE LA CIUDAD DE BASTROP, TEXAS:**

**Sección 1.** Que todos los candidatos, en la elección general que se efectuará el primer sábado **de mayo del 2020 (2 de mayo, 2020)** para los antedichos puestos de la Ciudad, archivarán sus solicitudes para ser candidatos con la Secretaria de la Ciudad de la Ciudad de Bastrop, en el Edificio Municipal (*City Hall*), 1311 Chestnut Street, Bastrop, Texas 78602 en o antes de las **5:00 P.M. el 14 de febrero, 2020**, que es en setenta y ocho (78) días anteriores a las elecciones, y que todas las solicitudes serán en un formulario prescrito por la Sección 141.031 del Código Electoral del Estado de Texas.

**Sección 2.** El orden en cual los nombres de los candidatos serán impresos en la boleta de la elección general se determinará por un sorteo efectuado por la Secretaria de la Ciudad de Bastrop de acuerdo con las provisiones de la Sección 52.094 del Código Electoral del Estado de Texas.

**Sección 3.** La Ciudad cuenta con cinco (5) precintos electorales y la elección será llevada a cabo en los siguientes sitios:

**Para los precintos electorales 1001, 1002, 1003, 2009 y 2011 (incluyendo todo el área dentro de los límites de la Ciudad de Bastrop) el sitio de votación será en el Centro de Servicios (Service Center) de Bastrop ISD ubicado en 906 Farm Street, Bastrop, Texas.**

**Sección 4.** El/la Administrador/a de Elecciones del Condado por lo presente queda autorizado/a y se le instruye que proporcione y entregue todos los suministros electorales necesarios para llevar a cabo las elecciones. La votación en dicha elección será con boletas de papel preparadas en conformidad con el Código Electoral de Texas.

**Sección 5.** La Sección 61.012 del Código Electoral de Texas requiere que El Consejo Municipal de la Ciudad de Bastrop proporcione al menos un sistema de votar accesible en cada sitio de votación del tipo que desde la fecha del 1 de enero, 2006 se ha utilizado en toda elección efectuada en Texas. Dicho sistema deberá cumplir con las leyes estatales y federales

que decretan los requisitos para sistemas de votar que permiten a votantes con discapacidades físicas emitir/votar su boleta en secreto.

**Sección 6.** La Oficina del Secretario de Estado de Texas ha certificado que el equipo electoral llamado Election Systems & Software (ES&S) EVS 5.4.0.0 que incluye el equipo de votación exprés para marcar boletas sea usado junto con el equipo DS850 que es sistema de votar accesible que se puede usar legalmente en las elecciones de Texas.

**Sección 7.** Las Secciones 123.032 y 123.035 del Código Electoral de Texas autorizan adquisición de sistemas de votación por subdivisiones locales políticas y además ordenan cumplimiento con ciertos requisitos mínimos para contratos relacionados con la adquisición de dichos sistemas de votación.

**Sección 8.** En su puesto de oficial electoral principal nombrado por el Consejo de la Ciudad de Bastrop, **el/la Administrador/a Electoral** deberá proporcionar de acuerdo con la Sección 61.012 del Código Electoral de Texas al menos un sistema de votación accesible en cada sitio de votación utilizado en cualquier elección de Texas que sea llevada a cabo en o después del 1 de enero, 2006. Dicho sistema deberá cumplir con las leyes estatales y federales que establecen los requisitos para sistemas de votación que permiten a votantes discapacitados emitir sus boletas en secreto.

**Sección 9.** Las siguientes personas son por lo presente nombradas oficiales de la elección general y de las elecciones especiales concurrentes:

Para los Precintos Electorales 1001, 1002, 1003, 2009 y 2011 Vickie Deland será Juez Presidente;

Para los Precintos Electorales 1001, 1002, 1003, 2009 y 2011 P.K. Barnett será Juez Presidente Alterno;

El/la Juez Presidente nombrará a los secretarios de la elección y no han de ser más de seis (6) secretarios.

**Sección 10.** Las casillas electorales en los sitios de votación indicados arriba estarán abiertas el Día de Elecciones de las 7:00 a.m. a las 7:00 p.m.

**Sección 11.** Kristen Miles por lo presente es nombrada Secretaria de la Votación Adelantada. La votación adelantada se inicia el 20 de abril, 2020, el doceavo (12vo) día antes de la elección y se concluye el 28 de abril, 2020, el cuarto (4to) día antes de la fecha de la elección.

## **FECHAS DE LA VOTACIÓN ADELANTADA, HORAS, Y UBICACIONES**

### **Sitio Principal:**

Bastrop ISD Service Center, 906 Farm Street, Bastrop, Texas 78602

LUNES	MARTES	MIÉRCOLES	JUEVES	VIERNES
20 de abril 8:00 a.m.- 5:00 p.m.	21 de abril 8:00 a.m.- 5:00 p.m.	22 de abril 8:00 a.m.- 5:00 p.m.	23 de abril 8:00 a.m.- 5:00 p.m.	24 de abril 8:00 a.m.- 5:00 p.m.
27 de abril 7:00 a.m. – 7:00 p.m.	28 de abril 7:00 a.m. – 7:00 p.m.			

**Sitios Sucursales de Votación:**

Bastrop High School, 1614 Chambers St., Bastrop Texas  
 Lost Pines Elementary, 151 Tiger Woods, Bastrop, Texas  
 Cedar Creek High, 793 Union Chapel, Cedar Creek, Texas  
 Cedar Creek Middle, 125 Voss Parkway, Cedar Creek, Texas  
 Red Rock Elementary, 2401 FM 20, Red Rock, Texas.  
 Bluebonnet Elementary School, 416 FM 1209, Bastrop, TX 78602  
 Cedar Creek Elementary School, 5582 FM 535, Cedar Creek, TX 78612  
 Emile Elementary School, 601 MLK Jr. Dr., Bastrop, TX 78602  
 Mina Elementary School, 1203 Hill St., Bastrop, TX 78602  
 Bastrop Intermediate School, 509 Old Austin Hwy., Bastrop, TX 78602  
 Cedar Creek Intermediate School, 151 Voss Pkwy., Cedar Creek, TX 78612  
 Bastrop Middle School, 725 Old Austin Hwy., Bastrop, TX 78602  
 Colorado River Collegiate Academy/Genesis High School, 1602 Hill St., Bastrop, TX 78602

LUNES	MARTES	MIÉRCOLES	JUEVES	VIERNES
20 de abril 8:00 a.m.- 5:00 p.m.	21 de abril 8:00 a.m.- 5:00 p.m.	22 de abril 8:00 a.m.- 5:00 p.m.	23 de abril 8:00 a.m.- 5:00 p.m.	24 de abril 8:00 a.m.- 5:00 p.m.
27 de abril 7:00 a.m. – 7:00 p.m.	28 de abril 7:00 a.m. – 7:00 p.m.			

**Sección 12.** Las solicitudes de boletas y las boletas que serán votadas por correo deberán enviarse al/la Secretario/a de la Votación Adelantada, Kristen Miles, Administradora de Elecciones del Condado de Bastrop (*Bastrop County Elections Administrator*), 804 Pecan Street, Bastrop, Texas 78602. Solicitudes de boletas por correo deberán recibirse a no más tardar del final del día hábil el 20 de abril, 2020, que es el 11vo día antes de las elecciones.

**Sección 13.** Para los Precintos Electorales 1001, 1002, 1003, 2009, y 2011, Staci Calvert por lo presente es nombrado/a Juez Presidente de la Junta de Boletas de la Votación Adelantada. De acuerdo con la Sección 87.002 et seq. del Código Electoral de Texas dicho

juez presidente nombrará al menos dos (2) miembros adicionales a la Junta de Boletas de la Votación Adelantada y procesará los resultados de la votación adelantada de acuerdo con el Código Electoral de Texas.

**Sección 14.** El Juez Presidente y el Juez Presidente Alternativo recibirán compensación de \$12.00 por hora. Los secretarios recibirán compensación de \$10.00 por hora. El Juez Presidente o su designado recibirán \$25.00 adicional por recoger los suministros de la elección antes de llevarse a cabo la elección el Día de la Elección, y por devolver los suministros después de cerrarse los sitios de votación.

**Sección 15.** La Elección General se llevará a cabo de acuerdo con el Código Electoral de este Estado y solo votantes residentes calificados de dicha Ciudad serán elegibles para votar en la elección.

**Sección 16.** El Alcalde dará aviso de esta elección de acuerdo con los términos y provisiones de las secciones 4.004, 83.010, 85.004, y 85.007 del Código Electoral, y todas las órdenes y decretos pertinentes a las elecciones serán emitidos por la autoridad apropiada. Los resultados de las elecciones se reportarán al Consejo Municipal inmediatamente después de cerrarse los sitios de votación.

**Sección 17.** Además se afirma y determina que de acuerdo con la orden de este cuerpo gubernamental, la Secretaria de la Ciudad fijará el aviso de la fecha para llevar a cabo el sorteo para ser apuntado en la boleta y dicho aviso será en el tablón de anuncios ubicado en el Edificio Municipal (City Hall), lugar conveniente y muy accesible al público en general, y que dicho aviso será fijado y permanecerá fijado continuamente al menos por setenta y dos (72) horas antes de la hora indicada de la reunión. Una copia del recibo indicando que se ha fijado el aviso será adjuntada a los minutos de esta reunión y será considerada ser parte de lo mismo para todo propósito.

**SE HA DEBIDAMENTE RESUELTO Y ADOPTADO** por el Consejo Municipal de la Ciudad de Bastrop, este día, 24 de enero, 2020.

APROBADO:

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Connie B. Schroeder, Alcalde

CERTIFICADO:

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Ann Franklin, Secretaria de la Ciudad

APROBADO EN SU REDACCIÓN:

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Alan Bojorquez, Fiscal de la Ciudad





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 9B

**TITLE:**

Consider action to approve Resolution No. R-2020-13 of the City Council of the City of Bastrop, Texas, approving a trail easement and a recreational trail maintenance agreement by and between the City of Bastrop and the River's Bend at Pecan Park Community Association, Inc. and its heirs, successors, or assigns, attached as Exhibit A; authorizing the City Manager to execute all necessary documents; and providing an effective date.

**STAFF REPRESENTATIVE:**

Trey Job, Assistant City Manager of Development Services

**BACKGROUND/HISTORY:**

As part of the acceptance of Pecan Park Section Two subdivision improvement the dedication of parkland is required. The parkland dedication will be provided upon the final plat of Pecan Park Section two.

Adjacent to the, soon to be City owned parkland, is open space/parkland owned by the River's Bend at Pecan Park Community Association, Inc. the (HOA). The portion of the trail located on the HOA property requires an agreement between the City of Bastrop and the HOA that provides access to the general public.

Additionally, the City of Bastrop requires elements within the property boundaries of the HOA owned property to be maintained. The attached maintenance agreement provides a list of items that will be maintained by the HOA and can be found as Exhibit (A) Maintenance Requirements within the Recreational Trail Maintenance Agreement.

**POLICY EXPLANATION:**

Texas Local Government Code Section 51.001 provides the City general authority to adopt an Ordinance or policy regulations that are for the good government, peace, or order of the City and is necessary or proper for carrying out a power granted by law to the City.

**FUNDING SOURCE:**

N/A

**RECOMMENDATION:**

Consider action to approve Resolution No. R-2020-13 of the City Council of the City of Bastrop, Texas, approving a trail easement and a recreational trail maintenance agreement by and between the City of Bastrop and the River's Bend at Pecan Park Community Association, Inc. and its heirs, successors, or assigns, attached as Exhibit A; authorizing the City Manager to execute all necessary documents; and providing an effective date

**ATTACHMENTS:**

- Recreational Trail Maintenance Agreement
- Trail easement
- River's Bend at Pecan Park Community Association, Inc. property deed
- Parkland exhibit



**RESOLUTION NO. R-2020-13**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS, APPROVING A TRAIL EASEMENT AND A RECREATIONAL TRAIL MAINTENANCE AGREEMENT BY AND BETWEEN THE CITY OF BASTROP AND THE RIVER'S BEND AT PECAN PARK COMMUNITY ASSOCIATION, INC. AND ITS HEIRS, SUCCESSORS, OR ASSIGNS, ATTACHED AS EXHIBIT A; AUTHORIZING THE CITY MANAGER TO EXECUTE ALL NECESSARY DOCUMENTS; AND PROVIDING 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 Council understands the importance of a great parks system is recognized by its capacity to provide attractive and practical parks, open spaces, and recreation to people of all ages and backgrounds. The system should provide and link active and passive uses, public and private spaces, and urban and rural areas in order to enhance the health and quality of life of the community it serves; and

**WHEREAS**, The City of Bastrop Parks and Open Space Master Plan Update from 2015 determined the most requested recreational feature to be hike and bike trails; and

**WHEREAS**, The City Council of the City of Bastrop approving the execution of the Recreational Trail Maintenance Agreement and Trail easement will allow for passive and all-inclusive recreation in the City of Bastrop.

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

**Section 1:** The City Manager is hereby authorized to execute the Trail easement and Recreational Trail Maintenance Agreement with River's Bend at Pecan Park Community Association Inc.

**Section 2:** The City Council of the City of Bastrop has found this recreational opportunity in the best interest of the City of Bastrop.

**Section 3:** 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 4:** That this Resolution shall take effect immediately upon its passage, and it is duly resolved.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Bastrop this 28<sup>th</sup> day of January, 2020.

**APPROVED:**

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Connie B. Schroeder, Mayor

**ATTEST:**

---

Ann Franklin, City Secretary

**APPROVED AS TO FORM:**

---

Alan Bojorquez, City Attorney

**NOTICE OF CONFIDENTIALITY RIGHTS: IF YOU ARE A NATURAL PERSON, YOU MAY REMOVE OR STRIKE ANY OF THE FOLLOWING INFORMATION FROM THIS INSTRUMENT BEFORE IT IS FILED FOR RECORD IN THE PUBLIC RECORDS: YOUR SOCIAL SECURITY NUMBER OR YOUR DRIVER'S LICENSE NUMBER.**

**TRAIL EASEMENT**

**STATE OF TEXAS**

**COUNTY OF BASTROP**



**KNOW ALL BY THESE PRESENTS**

That **RIVER'S BEND AT PECAN PARK COMMUNITY ASSOCIATION, INC.** a Texas non-profit corporation, and its successors and assigns, ("**Grantor**", whether one or more), for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration paid by the **CITY OF BASTROP**, a home-rule municipality situated in the County of Bastrop and State of Texas ("**Grantee**"), the receipt and sufficiency of which is hereby acknowledged, does hereby GRANT, SELL and CONVEY unto Grantee certain rights and interests in the nature of a public trail easement, for the benefit of the general public, in the form of recreational trails over and across the below-described property, for use by the public for the purpose of walking, running, hiking, bicycling, or traversing over, upon and across, and otherwise using such trails, on the areas clearly marked for public trails; together with the express right to construct such recreational trails and associated facilities and maintain the easement area by clearing and removing vegetation, silt and debris therefrom, in, upon, over, under, above and across the below-described property:

All of that certain 17.224 acre tract of land out of and a part of the Mozea Rousseau Survey, Abstract Number 56, situated in Bastrop County, Texas, said tract of land being more particularly described as being a portion of a called 174.334 acre tract of land, conveyed to Ranch Road Development, LLC, and described in Document Number 201717048, Official Public Records, Bastrop County, Texas (O.P.R.B.C.TX) said 17.224 acre tract of land being more fully described by metes and bounds in Exhibit "A", attached hereto and incorporated herein (the "**Easement**")

The perpetual easement, rights-of-way, rights and privileges herein granted shall be used for the purposes of location, placement, relocation, construction, operation, enlargement, maintenance, alteration, repair, rebuilding, removal, public use and patrol of clearly marked, public recreational trail facilities, public trail materials and related appurtenances, equipment and signage.

This conveyance is made and accepted subject to any and all conditions and restrictions, if any, relating to the hereinabove described property to the extent, and only to the extent, that the same may still be in force and effect and shown of record in the office of the County Clerk

of Bastrop County, Texas.

Except as otherwise noted, the easements, rights and privileges herein granted shall be perpetual.

The easements, rights and privileges granted herein are non-exclusive, and Grantor covenants that they will not convey any future easement or conflicting rights within the premises covered.

Grantor reserves the right to grant additional easements for utility use across the Easement, provided (1) sufficient clearance between facilities is maintained; and (2) such construction does not interfere with the access to, or with the operation, maintenance and safety of the Grantee's recreational trail facilities, as reasonably determined by Grantee.

Grantor further grants to Grantee: the right to mark the location and area of the recreational public trails and associated facilities on the Easement by suitable markers set in the ground; provided that such markers shall be placed in fences or other locations which will not interfere with any reasonable use Grantor shall make of the Easement.

Grantee, by acceptance and usage of this Trail Easement, hereby covenants and agrees:

To the extent allowed by law, Grantee shall indemnify Grantor against any loss and damage which shall be caused by the exercise of the rights of ingress and egress or by any wrongful or negligent act or omission of Grantee's agents or employees in the course of their employment.

Grantor also retains, reserves, and shall continue to enjoy the surface of such Easement for any and all purposes which do not interfere with and prevent the use by Grantee of the Easement. Grantee shall not be responsible or liable for the removal, repair or damage to any property, structure, building, or other use inconsistent with the rights conveyed to Grantee by the easements.

Grantee shall have the right and privilege at any and all times to enter said premises, or any part thereof, for the purpose of constructing and maintaining said recreational trails and associated facilities, all upon the condition that Grantee will at all times after doing work in connection with the construction or repair of said facilities restore the surface of said premises as nearly as is reasonably possible to the condition in which the same was in before the work was undertaken, considering the uses and purposes of the rights granted herein.

Grantor hereby dedicates the Easement as a trail easement for the purposes stated herein.

TO HAVE AND TO HOLD the rights and interests described unto Grantee and its successors and assigns, forever, and Grantor does hereby itself, and its successors and assigns, and legal representatives, to warrant and forever defend, all and singular, the above-described

Easement and rights and interests unto Grantee, its successors and assigns, against every person whomsoever lawfully claiming, or to claim same, or any part thereof, when the claim is by, through, or under Grantor, but not otherwise.

IN WITNESS WHEREOF, Grantor has caused this instrument to be executed this \_\_\_\_ day of \_\_\_\_\_, 2019.

[signature pages follow]

**GRANTOR:**

**RIVER'S BEND AT PECAN PARK  
COMMUNITY ASSOCIATION, INC., a  
Texas non-profit corporation**

by: \_\_\_\_\_

Name: \_\_\_\_\_

Its: \_\_\_\_\_

**ACKNOWLEDGMENT**

THE STATE OF TEXAS

§

COUNTY OF BASTROP

§

§

This instrument was acknowledged before me on this the \_\_\_\_\_ day of the month of \_\_\_\_\_ 2019, by \_\_\_\_\_ known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same in the capacity and for the purposes and consideration therein expressed.

\_\_\_\_\_  
Notary Public, State of Texas

**After recording please return to:**

Cagle Carpenter Hazlewood  
8400 North Mopac  
Suite 100  
Austin, Texas 78759

STATE OF TEXAS §

COUNTY OF BASTROP §

**RECREATIONAL TRAIL MAINTENANCE AGREEMENT  
BY AND BETWEEN  
THE CITY OF BASTROP AND THE  
RIVER’S BEND AT PECAN PARK COMMUNITY ASSOCIATION, INC. AND  
ITS HEIRS, SUCCESSORS, OR ASSIGNS**

This Recreational Trail Maintenance Agreement ( “Agreement”), dated for purposes of identification only this \_\_\_ day of \_\_\_\_\_, 2019, is made and entered into by and between the City of Bastrop, a home-rule municipality, hereinafter referred to as “City”, and the River’s Bend at Pecan Park Community Association, Inc., and its heirs, successors, or assigns, hereinafter referred to as “Association.”

**WITNESSETH**

**WHEREAS**, the upkeep and maintenance of certain open space is essential to protect the environment and users of the open space and thus the City of Bastrop; and

**WHEREAS**, the Association is the owner of a 17.224 acre tract of land out of and a part of the Mozea Rousseau Survey, Abstract Number 56, situated in Bastrop County, Texas, said tract of land being more particularly described as being a portion of a called 174.334 acre tract of land, conveyed to Ranch Road Development, LLC, and described in Document Number 201717048, Official Public Records, Bastrop County, Texas (O.P.R.B.C.TX) (the “Property”); and

**WHEREAS**, the Association has granted the City a public trail easement, for the benefit of the general public, in the form of recreational trails over and across the Property, for use by the public for the purpose of walking, running, hiking, bicycling, or traversing over, upon and across, and otherwise using such trails, on the areas clearly marked for public trails; and

**WHEREAS**, the City intends to construct recreational trails and install certain improvements, including but not limited to mulch trails, installation of picnic tables, benches, trash receptacles and pet waste stations, and excavation of a channel and borrow pit (the “Recreational Trails”) on the Property; and

**WHEREAS**, the Association desires to maintain such Recreational Trails and associated facilities in a manner that maintains the Recreational Trails to standards acceptable to the City of Bastrop; and

**NOW, THEREFORE**, in consideration of the mutual promises, covenants, and agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the City and the Association (hereinafter “Parties”) hereby agree as follows:

**ARTICLE 1**

## **LOCATION AND AREA SERVED**

All of that certain 17.224-acre tract of land out of and a part of the Mozea Rousseau Survey, Abstract Number 56, situated in Bastrop County, Texas, said tract of land being more particularly described as being a portion of a called 174.334-acre tract of land, conveyed to Ranch Road Development, LLC, and described in Document Number 201717048, Official Public Records, Bastrop County, Texas (O.P.R.B.C. TX) (the "Property").

## **ARTICLE 2** **ASSOCIATION RESPONSIBILITIES**

- 2.1 The Association shall maintain the Recreational Trails on the Property as outlined in Exhibit A.
- 2.2 The Association shall allow the City or designee to access the Property to conduct inspections as necessary to ascertain that the Recreational Trails are being maintained and operated in accordance with this Agreement.
- 2.3 The Association shall undertake corrective actions required by the City within a reasonable time frame as set by the City.
- 2.4 The Association shall maintain a record of steps taken to implement the maintenance program referenced in Section 2.1 above. Record shall be available for inspection by Association during the Association's normal business hours. The record shall catalog the action taken, who took it, when it was done, how it was done, and any problems encountered, or follow-up actions recommended.

## **ARTICLE 3** **CITY RESPONSIBILITIES**

- 3.1 The City shall maintain public records of the results of the inspections, inform the Association of the inspection results, and specifically indicate any corrective actions required to bring the Association into compliance with the requirements of this Agreement.
- 3.2 The City shall notify the Association of maintenance problems that require correction.

## **ARTICLE 4** **REMEDIES**

- 4.1 If corrective actions required by the City are not completed within the time set by the City, written notice will be sent to the Association stating the City's intention to perform such maintenance and bill the Association for all incurred expenses.
- 4.2 If at any time the City determines that conditions at the Recreational Trails create an imminent threat to public health or welfare, the City may take immediate measures to remedy said threat. No notice to the Association shall be required under such circumstances.

- 4.3 The Association grants unrestricted authority to the City for access to the Property for the purpose of performing maintenance or repair as may become necessary under Sections 4.1 and/or 4.2.
- 4.4 The Association shall assume all responsibility for the cost of any maintenance to the Property. Such responsibility shall include reimbursement to the City within 30 days of the receipt of the invoice for any such work performed. Overdue payments will require payment of interest at the current legal rate for liquidated judgments. If legal action ensues, any costs or fees incurred by the City will be borne by the Association.
- 4.5 The Association hereby grants to the City a lien against the above-described Property in an amount equal to the cost incurred by the City to perform the maintenance or repair work described herein.

## ARTICLE 5

This Agreement is intended to protect the value and desirability of the Recreational Trails on the Property described above and to benefit all the citizens of the City. It shall run with the land and be binding on all parties having or acquiring from the Association or their successors any right, title, or interest in the property or any part thereof, as well as their title, or interest in the property or any part thereof, as well as their heirs, successors, and assigns. They shall inure to the benefit of each present or future successor in interest of said property or any part thereof, or interest therein, and to the benefit of all citizens of the City.

## ARTICLE 6 MISCELLANEOUS

**6.1 Governing Law; Jurisdiction and Venue:** This Agreement shall be construed under and in accordance with the laws of The State of Texas. All obligations of the parties created hereunder are performable in Bastrop County, Texas and venue for any action arising hereunder shall be in Bastrop County.

**6.2 Conspicuous Provisions:** The City and the Association acknowledge that the provisions of this Agreement set out in **bold, CAPITALS** (or any combination thereof) satisfy the requirements for the express negligence rule or are conspicuous.

**6.3 Notices:** All notices, demands, requests, and other communications required or permitted hereunder shall be in writing, and shall be deemed to be delivered (i) if personally delivered, upon receipt; (ii) if sent by expedited prepaid reputable overnight delivery, the next business day after delivery to such service; (iii) if sent by United States registered or certified mail, return receipt requested, postage prepaid, 3 days after having been deposited in the United States Postal Service, properly addressed as follows (or at such other address and person as shall be designated from time to time by any party hereto, as the case may be, in a written notice to the other party in the manner provided for in this Section):

**To the City:**

City of Bastrop, Texas  
Attn: City Manager  
1311 Chestnut Street  
Bastrop, Texas 78746

Bojorquez Law Firm, PC  
12325 Hymeadow Dr., Ste. 2-100  
Austin, Texas 78750  
Attn: Alan Bojorquez

**To Association:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 6.4 City Consent and Approval:** In any provision of this Agreement that provides for the consent or approval of the City staff or City Council, such consent or approval must be granted in writing, and unless otherwise specified in this Agreement may be withheld or conditioned by the staff or City Council based on compliance with the terms of this Agreement and applicable laws and ordinances.
- 6.5 No Third Party Beneficiary:** This Agreement is solely for the benefit of the Parties, and neither the City nor the Association intends by any provision of this Agreement to create any rights in any third-party beneficiaries or to confer any benefit upon or enforceable rights under this Agreement or otherwise upon anyone other than the City and the Association.
- 6.6 Amendment:** This Agreement may be amended only with the written consent of the Association and with approval of the governing body of the City.
- 6.7 No Waiver:** Any failure by a Party to insist upon strict performance by the other Party of any material provision of this Agreement shall not be deemed a waiver thereof, and the Party shall have the right at any time thereafter to insist upon strict performance of any and all provisions of this Agreement. No provision of this Agreement may be waived except by writing signed by the Party waiving such provision. Any waiver shall be limited to the specific purposes for which it is given. No waiver by any Party hereto of any term or condition of this Agreement shall be deemed or construed to be a waiver of any other term or condition or subsequent waiver of the same term or condition.
- 6.8 Severability:** The provisions of this Agreement are severable and, in the event any word, phrase, clause, sentence, paragraph, section, or other provision of this Agreement,

or the application thereof to any person or circumstance, shall ever be held or determined to be invalid, illegal, or unenforceable for any reason, and the extent of such invalidity or unenforceability does not cause substantial deviation from the underlying intent of the Parties as expressed in this Agreement, then such provision shall be deemed severed from this Agreement with respect to such person, entity or circumstance, without invalidating the remainder of this Agreement or the application of such provision to other persons, entities or circumstances, and a new provision shall be deemed substituted in lieu of the provision so severed which new provision shall, to the extent possible, accomplish the intent of the Parties as evidenced by the provision so severed.

- 6.9 Captions:** Captions and headings used in this Agreement are for reference purposes only and shall not be deemed a part of the agreement.
- 6.10 Interpretation:** The Parties acknowledge that each party and, if it so chooses, its counsel have reviewed and revised this Agreement and that the normal rule of construction to the effect that any ambiguities are to be resolved against the drafting party shall not be employed in the interpretation of this Agreement or any amendments or exhibits hereto. As used in this Agreement, the term “shall include” means “shall include without limitation.”
- 6.11 Counterpart and Originals:** This Agreement may be executed in multiple counterparts, each of which shall be deemed to be an original.
- 6.12 Term.** The term of this Agreement will commence on the Effective Date and continue until terminated by written agreement of the City and Association.
- 6.13 Incorporation of Exhibits by Reference:** All exhibits attached to this Agreement are incorporated into this Agreement by reference for the purposes set forth herein, as follows:

**Exhibit A Maintenance Requirements**

The Effective Date of this Agreement is \_\_\_\_\_.

**[Signature Pages to follow]**

**THE UNDERSIGNED PARTIES HEREBY EXECUTE THIS AGREEMENT:**

**CITY OF BASTROP,**  
a Texas Home Rule Municipality

By: \_\_\_\_\_  
**LYNDA HUMBLE**  
**CITY MANAGER**

**ATTEST:**

By: \_\_\_\_\_  
**ANN FRANKLIN**  
**CITY SECRETARY**

**RIVER'S BEND AT PECAN PARK COMMUNITY**  
**ASSOCIATION, INC.,**  
a Texas non-profit corporation

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

## **EXHIBIT A MAINTENANCE REQUIREMENTS**

### **Association Responsibilities:**

The following maintenance schedule and tasks shall be performed by Association:

1. The Association will at all time during the term, keep and maintain, or cause to be kept and maintained, the Recreational Trails in a good state of appearance and repair. The Association shall provide ordinary and ongoing maintenance to the Recreational Trails at a level consistent with City maintained publicly accessible parks.
2. Trail surfaces should be clear of trip hazards/holes.
3. Trail shall be re-mulched annually and as needed throughout the year to maintain a consistent thickness.
4. The trail shall be sprayed with herbicide a minimum of once a month and as needed to prevent excessive weed growth.
5. A 6-foot wide buffer adjacent to each side of the Recreational Trails on the Property shall be mowed once a month.
6. The channel side slopes and top of slope areas shall be mowed four (4) times a year - January, April, August and December.
7. Trash receptacles shall be emptied at least once a week.
8. The entire Property shall be patrolled once a month and all trash removed and any debris in and around the outlet structures shall be removed.
9. The picnic tables shall be re-painted annually on or before April 1.
10. A mosquito abatement program shall be implemented annually commencing on or before April 1 and continuing through September 30.
11. The native areas shall be maintained to promote tree health and prevent excessive weed growth.
12. After significant flooding events the Property shall be inspected, and any necessary restoration shall be completed.

ELECTRONICALLY RECORDED

OFFICIAL PUBLIC RECORDS



*Rose Pietsch*

ROSE PIETSCH, County Clerk

Bastrop Texas

September 13, 2019 01:10:27 PM **201914231**

FEE: \$62.00

DEED

DEED WITHOUT WARRANTY

River's Bend at Pecan Park Community Association, Inc.

September 10, 2019

**NOTICE OF CONFIDENTIALITY RIGHTS: IF YOU ARE A NATURAL PERSON, YOU MAY REMOVE OR STRIKE ANY OR ALL OF THE FOLLOWING INFORMATION FROM ANY INSTRUMENT THAT TRANSFERS AN INTEREST IN REAL PROPERTY BEFORE IT IS FILED FOR RECORD IN THE PUBLIC RECORDS: YOUR SOCIAL SECURITY NUMBER OR YOUR DRIVER'S LICENSE NUMBER.**

**DEED WITHOUT WARRANTY**

**Date:** September 10, 2019

**Grantor:** Ranch Road Development, LLC, a Texas limited liability company

**Grantor's Mailing Address:  
(including county)** 3951 Highway 71E, Bldg A  
Bastrop, Bastrop County, Texas 78602

**Grantee:** River's Bend at Pecan Park Community Association,  
Inc. a Texas non-profit corporation

**Grantee's Mailing Address:  
(including county)** PO Box 203310  
Austin, Travis County, Texas 78720-3310

**Consideration:** Ten Dollars and No/100 (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged.

**Property (including any improvements):**

Being all that certain 17.224 acres tract or parcel of land our of and a part of the Mozea Rousseau Survey, Abstract Number 56, situated in Bastrop County, Texas, and more specifically described in Exhibit "A", attached hereto and made a part hereof for all purposes.

**Reservations from and Exceptions to Conveyance and Warranty:** This conveyance is made and accepted subject to any and all validly existing encumbrances, conditions, restrictions, and other matters of record relating to the hereinabove described Property as now reflected by the records of the County Clerk of Bastrop County, Texas, and any other matters that would be revealed by a physical inspection of the Property.

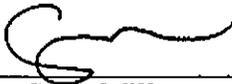
Grantor, for the consideration and subject to the Reservations from and Exceptions to Conveyance and Warranty, GRANTS, SELLS, and CONVEYS to Grantee the Property, together with all and singular the rights and appurtenances thereto in any wise belonging, to have and hold it to Grantee, Grantee's heirs, executors, administrators, successors, or assigns forever, without express or implied warranty. All warranties that might arise by common law as well as the warranties in section 5.023 of the Texas Property Code (or-its successor) are excluded.

THE PROPERTY IS CONVEYED "AS IS" AND "WITH ALL FAULTS", WITHOUT ANY PROMISE, WARRANTY OR PRESENTATION EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ANY WARRANTY AS TO TITLE, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, ENVIRONMENTAL CONDITION, ZONING, TAXES, COMPLIANCE OR LACK OF COMPLIANCE WITH APPLICABLE LAWS AND ORDINANCES, OR ACCURACY OR COMPLETENESS OF INFORMATION PROVIDED BY GRANTOR OR BY OTHERS TO GRANTEE RELATING TO THE PROPERTY.

**GRANTOR**

**Ranch Road Development, LLC,**  
a Texas limited liability company

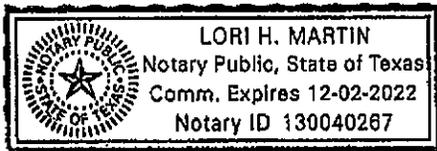
By: RRDG Pecan Park, LLC,  
a Texas limited liability company  
its Managing Member

By:   
Name: Scott Miller  
Title: Manager

STATE OF TEXAS           §  
  §  
COUNTY OF TRAVIS       §

This instrument was acknowledged before me on September 10<sup>th</sup>, 2019, by Scott Miller, Manager of RRDG Pecan Park, LLC, a Texas limited liability company, Managing Member of Ranch Road Development, LLC, a Texas limited liability company, on behalf of said entities.

[SEAL]



  
Notary Public, State of Texas

After recording, return to:

Cagle Carpenter Hazlewood  
8400 N Mopac Expressway, Suite 100  
Austin, Texas 78759

**FIELD NOTES**

**BEING ALL THAT CERTAIN 17.224 ACRES TRACT OR PARCEL OF LAND OUT OF AND A PART OF THE MOZEA ROUSSEAU SURVEY, ABSTRACT NUMBER 56, SITUATED IN BASTROP COUNTY, TEXAS, SAID TRACT OF LAND BEING MORE PARTICULARLY DESCRIBED AS BEING A PORTION OF A CALLED 174.334 ACRE TRACT OF LAND, CONVEYED TO RANCH ROAD DEVELOPMENT, LLC., AND DESCRIBED IN DOCUMENT NUMBER 201717048, OFFICIAL PUBLIC RECORDS, BASTROP COUNTY, TEXAS, (O.P.R.B.C.TX.) SAID 17.224 ACRE TRACT OF LAND BEING MORE FULLY DESCRIBED BY METES AND BOUNDS AS FOLLOWS:**

**BEGINNING**, at a 1/2 inch iron rod found at the south terminus of Childers Drive (60' R.O.W.), being at the northwest corner of Lot 2, Pecan Park Residential, Section 6B, a subdivision recorded in Cabinet 6, Slide 99-A, Plat Records of Bastrop County, Texas, same being at a northern corner of said 174.334 acre tract, for the northernmost corner and **POINT OF BEGINNING** of the herein described tract of land,

**THENCE**, with the common boundary line of said 174.334 acre tract and said Pecan Park Residential Section 6B, the following fourteen (14) courses and distances, numbered 1 through 14,

- 1) S23°55'32"E, a distance of 72.29 feet to a capped iron rod found,
- 2) S25°30'52"E, a distance of 247.11 feet to a capped iron rod found,
- 3) S21°15'39"E, a distance of 138.80 feet to a capped iron rod found,
- 4) S66°35'36"E, a distance of 149.21 feet to a capped iron rod found,
- 5) N64°10'19"E, a distance of 137.98 feet to a capped iron rod found,
- 6) N64°37'59"E, a distance of 180.01 feet to a capped iron rod found,
- 7) N64°46'09"E, a distance of 60.00 feet to a capped iron rod found,
- 8) N65°22'44"E, a distance of 128.89 feet to a capped iron rod found,
- 9) N55°47'10"E, a distance of 157.45 feet to a capped iron rod found,
- 10) N60°56'51"E, a distance of 102.19 feet to a capped iron rod found,
- 11) N61°16'41"E, a distance of 60.83 feet to a capped iron rod found,
- 12) N70°21'20"E, a distance of 86.66 feet to a capped iron rod found,
- 13) N06°58'32"W, a distance of 63.14 feet to a capped iron rod found, and
- 14) N64°11'36"E, a distance of 75.00 feet to a capped iron rod found at the northeast corner of said 174.334 acre tract, being the southeast corner of said Pecan Park Residential Section 6B, and being an exterior corner in the west boundary line of Pecan Park Residential Section 6A, a subdivision recorded in Cabinet 6, Slide 54-A, Plat Records, Bastrop County, Texas,

**THENCE**, S45°27'42"E, with the common boundary line of said 174.334 acre tract and said Pecan Park Residential Section 6A, a distance of 48.19 feet to a capped 1/2 inch iron rod set stamped "CBD SETSTONE" at an exterior corner of said 174.334 acre tract, being the south east corner of said Pecan Park Residential Section 6A, and being the northwest corner of a called 1.626 acre tract of land conveyed to Lynn Oualline, described in Volume 421, Page 607, Deed Records, Bastrop County, Texas,

**THENCE**, S09°19'14"E, with the common boundary line of said 174.334 acre tract, said 1.626 acre tract, and a called 4.555 acre tract of land conveyed to Lynn Oualline, described in Volume 770, Page 328, Deed Records, Bastrop County, Texas, a distance of 650.79 feet to a calculated point in the southern line of said 174.334 acre tract, being the southwest corner of said 4.555 acre tract, and being a point on the low bank of the Colorado River,

THENCE, with the common boundary line of said 174.334 acre tract and said Colorado River, the following three (3) courses and distances, numbered 1 through 3,

1.  $S72^{\circ}00'30''W$ , a distance of 53.45 feet to a calculated point,
2.  $S75^{\circ}40'31''W$ , a distance of 481.30 feet to a calculated point, and
3.  $S65^{\circ}43'00''W$ , a distance of 758.29 feet to a calculated point,

THENCE, over and across said 174.334 acre tract, the following four (4) courses and distances, numbered 1 through 4,

- 1)  $N17^{\circ}45'43''W$ , a distance of 335.54 feet to a calculated point,
- 2)  $N19^{\circ}30'37''E$ , a distance of 254.72 feet to a calculated point,
- 3)  $N18^{\circ}30'34''W$ , a distance of 549.52 feet to a calculated point, and
- 4)  $N79^{\circ}27'47''E$ , a distance of 65.74 feet to the POINT OF BEGINNING and containing 17.224 acres of land.

Surveyed by:



06 SEP 2019

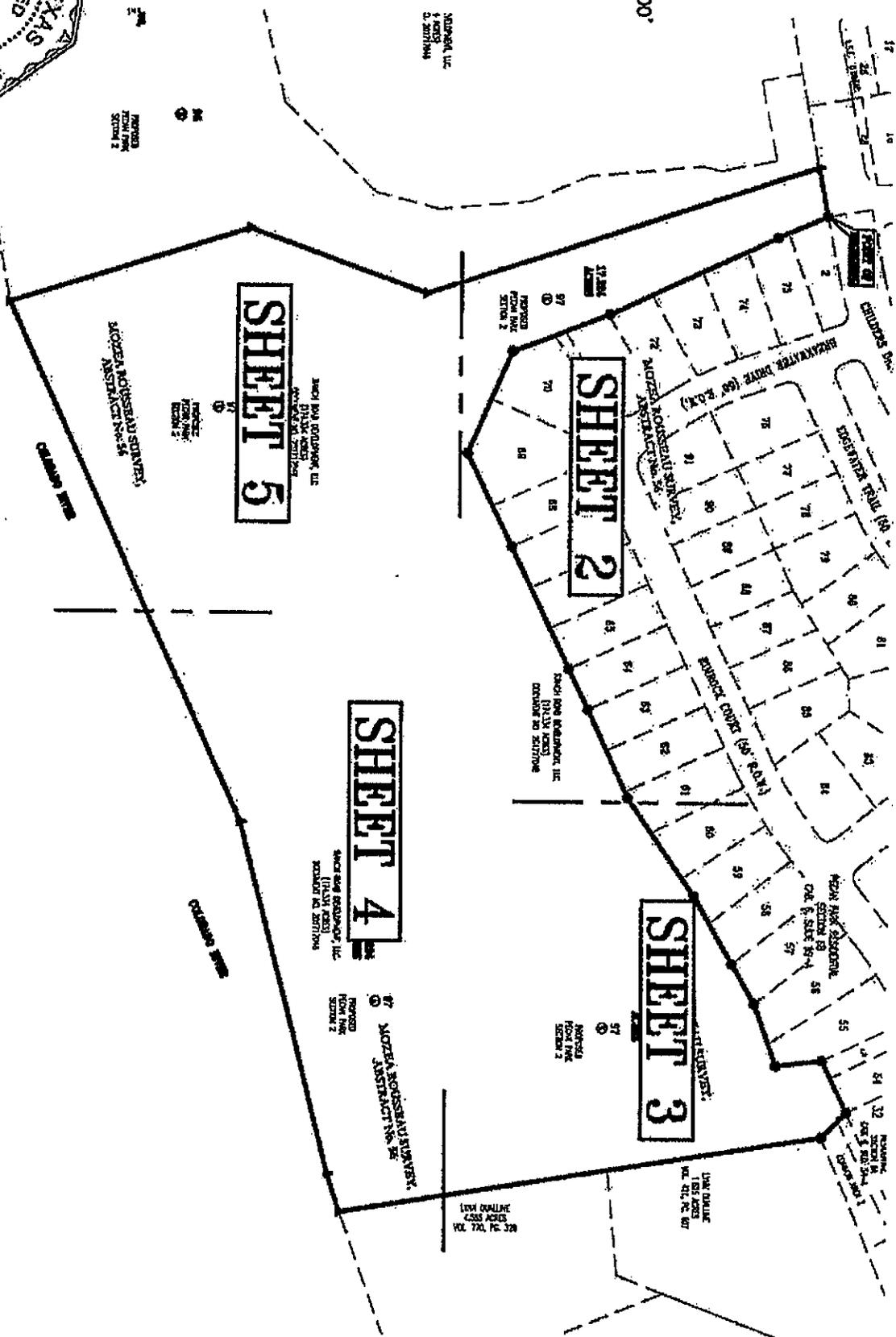
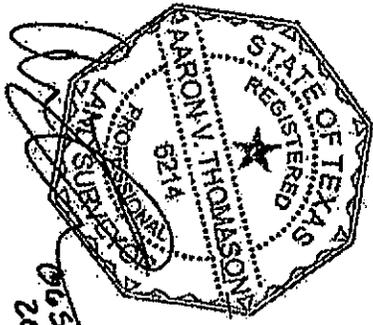
Aaron Thomason, R.P.L.S. NO. 6214  
Carlson, Brigance & Doering, Inc.  
5501 West William Cannon Drive  
Austin, TX 78749  
Phone: (512) 280-5160  
Aaron@cbdeng.com



BEARING BASIS: TEXAS STATE PLANE COORDINATE SYSTEM, CENTRAL ZONE (4203)

SKETCH TO ACCOMPANY FIELD NOTES

SCALE: 1" = 200'



SHEET 1 OF 5

BEARING BRASS TEXAS COORDINATE SYSTEM CENTRAL ZONE (2011) NAD83



**Carlson, Briggance & Doering, Inc.**

VERIFIED #67791    REG. # 10024900

Civil Engineering    Surveying  
 5501 West Williams Causeway    Austin, Texas 78749  
 Phone No. (512) 280-5180    Fax No. (512) 280-5185

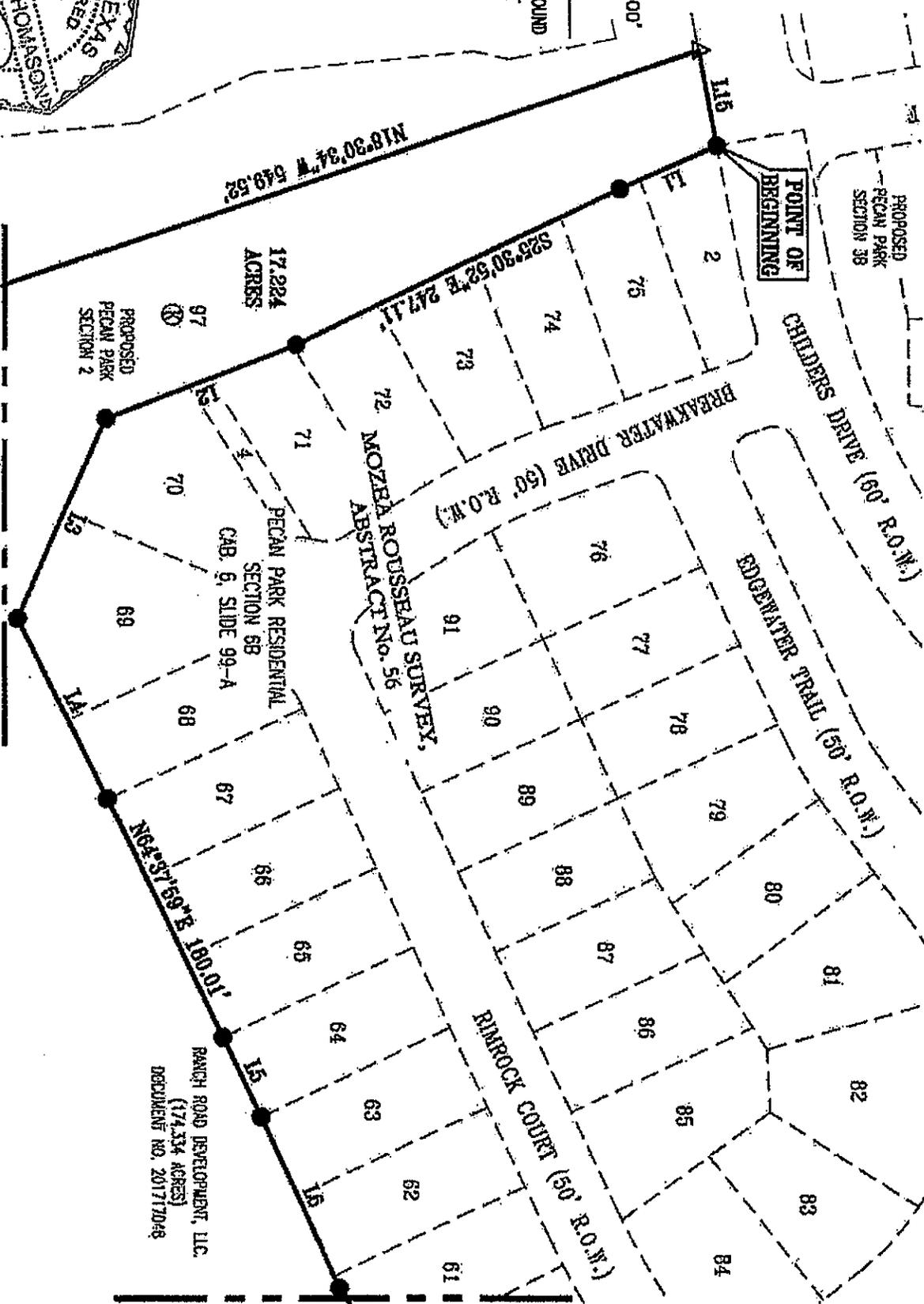
PATH: - JACSD\5072\SURVEY\FM - LOT 97 BLK K.D.W.C

# SKETCH TO ACCOMPANY FIELD NOTES



SCALE: 1" = 100'

- LEGEND**
- 1/2" IRON ROD FOUND
  - ▲ CALCULATED POINT



**MATCH LINE SHEET 5**

**MATCH LINE SHEET 3**

SHEET 2 OF 5

**C&D**

Carlson, Brigrance & Doering, Inc.

1501 West Loop South, Suite 2000  
Houston, Texas 77060  
Phone No. (713) 200-5100  
Fax No. (713) 200-5115

City Engineer  
County Engineer  
State Engineer

REG. # 1002990

BEARING BRSS. TEXAS COORDINATE SYSTEM, CENTRAL ZONE (4203), NAD83

PATH- JAC3D\5072\SURVEY\FN - LOT 97 BLK K DMG

# SKETCH TO ACCOMPANY FIELD NOTES

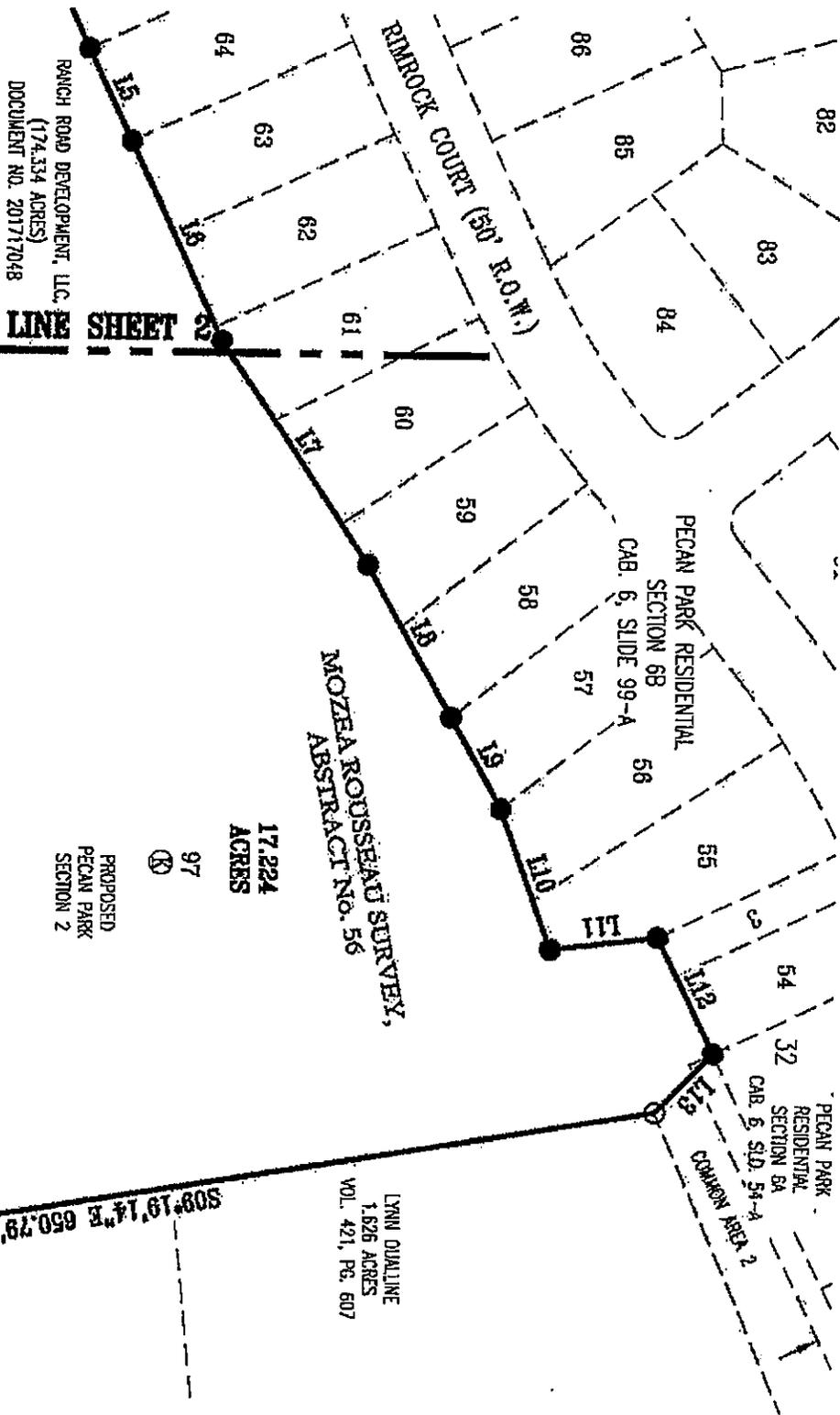
SCALE: 1" = 100'



## LEGEND

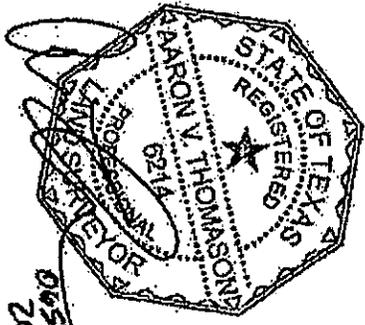
- 1/2" IRON ROD FOUND
- ▲ CALCULATED POINT

Line Table		
Line #	Length	Direction
L1	72.29	S23°53'32"E
L2	138.80	S21°15'39"E
L3	149.21	S66°35'36"E
L4	137.98	N64°10'19"E
L5	80.00	N64°46'09"E
L6	128.89	N65°22'44"E
L7	157.45	N55°47'10"E
L8	102.19	N67°56'51"E
L9	60.83	N81°16'41"E
L10	86.66	N70°21'20"E
L11	63.14	N65°58'32"W
L12	75.07	N84°11'18"E
L13	48.19	S45°27'42"E
L14	53.45	S72°00'30"W
L15	65.74	N78°27'47"E



RANCH ROAD DEVELOPMENT, LLC.  
(174.334 ACRES)  
DOCUMENT NO. 201717048

**MATCH LINE SHEET 3**



04558  
2019

SHEET 3 OF 5

**WATCH LINE SHEET 4**

BEARING BASE TEXAS COORDINATE SYSTEM, CENTRAL ZONE (4803), NAD83

**Carlson, Brigrance & Doering, Inc.**

CHIEF ENGINEER: CARL BRIGRANCE, REG. # 10724400

SURVEYOR: JACOB DOERING, REG. # 10724400

PROJECT: 50722 SURVEY\FN - LOT 97 BLK K.D.H.C.

LYNN OUALLINE  
4.555 ACRES  
VOL. 770, PG. 328

LYNN OUALLINE  
1.826 ACRES  
VOL. 421, PG. 807

308°19'14" E 650.79'

SKETCH TO ACCOMPANY FIELD NOTES MATCH LINE SHEET 3



SCALE: 1" = 100'

**LEGEND**

- 1/2" IRON ROD FOUND
- ▲ CALCULATED POINT

MATCH LINE SHEET 5

17.224 ACRES  
 RANCH ROAD DEVELOPMENT, LLC.  
 (174.534 ACRES)  
 DOCUMENT NO. 201717048

97 MOZEA ROUSSEAU SURVEY,  
 ABSTRACT NO. 56

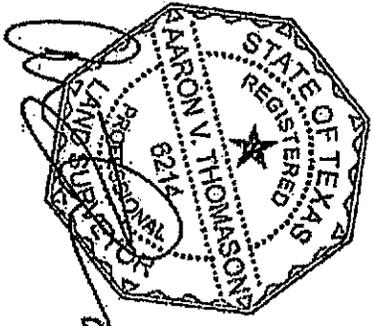
PROPOSED  
 PECAN PARK  
 SECTION 2

COLORADO RIVER

S85°43'00"W  
 768.29'

S75°40'31"W 481.30'

S09°19'14"E  
 650.79'



06524  
 2019

SHEET 4 OF 5

BEARING BESS, TEXAS COORDINATE SYSTEM, CENTRAL ZONE (2011), NAD83

**Carlson, Briggance & Doering, Inc.**

REGISTERED SURVEYORS

1301 West Williams Canyon  
 Phoenix No. (602) 280-5160

1301 West Williams Canyon  
 Phoenix No. (602) 280-5165

PATH- J:\ACSD\5072\SURVEN\FN - LOT 97 BLK K.DWG

SKETCH TO ACCOMPANY FIELD NOTES

WATCH LINE SHEET 2

MATCH LINE SHEET 4



SCALE: 1" = 100'

LEGEND

- 1/2" IRON ROD FOUND
- △ CALCULATED POINT

96

PROPOSED  
PECAN PARK  
SECTION 2

N18°30'34"W  
549.52'

N19°30'37"E 254.72'

N17°45'49"W 335.54'

17.224  
ACRES

97

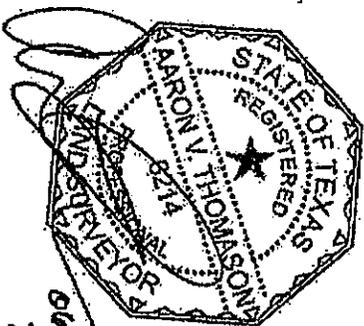
PROPOSED  
PECAN PARK  
SECTION 2

RANCH ROAD DEVELOPMENT, LLC.  
(174.334 ACRES)  
DOCUMENT NO. 201717048

MOZEA ROUSSEAU SURVEY,  
ABSTRACT No. 56

COLORADO RIVER

S65°45'00"W 158.29'



06 SEP  
2014

BEARING BASE TEXAS COORDINATE SYSTEM, CENTRAL ZONE (4303), NAD83

Carlson, Briggance & Doering, Inc.

	FIELD NO. 063791	REG. # 10024900
	Civil Engineering 1501 West William Cannon P.O. Box 6179, Dallas, TX 75261 Phone No. (972) 240-5160	Surveying 1501 West William Cannon P.O. Box 6179, Dallas, TX 75261 Phone No. (972) 240-5160

SHEET 5 OF 5

PATH:-- J:\ACAD\5072\SURVEN\FN - LOT 97 BLK KDWC

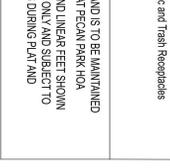
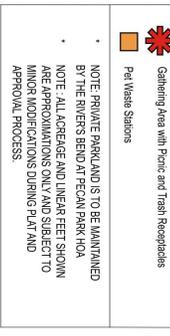
PRODUCT	QTY	UNIT	DESCRIPTION / MODEL NAME & NO.	MANUFACTURER
Round Table	3	ea	72 inch Square, Poly Resin, 30" x 30" x 30" Casted in Concrete	Quinnor.com, service@quinnor.com
Bench	3	ea	Quinnor 5' Bench, Cast in Frame Steel, Bolted to Concrete Pad	Quinnor.com, service@quinnor.com
Pet Waste Station	2	ea	Commercial Aluminum Dog Waste Can with Lid (PWC-025)	PetWaste.com, sales@petwaste.com, 1-800-738-7940
Pet Waste Station	2	ea	100 Years Station for Dog Waste (PWC-019)	PetWaste.com, sales@petwaste.com, 1-800-738-7940

ITEMS SHOWN ON EXHIBIT TO MATCH SITE FURNITURE ALREADY EXISTING ON SITE



**RANCH ROAD DEVELOPMENT**  
SEC Planning, LLC  
Land Planning + Landscape Architecture + Community Branding  
AUSTIN, TEXAS  
512.246.7003 • 512.246.7070  
www.secplanning.com • info@secplanning.com

**PUBLIC OPEN SPACE PLAN**  
RIVER'S BEND AT PECAN PARK  
BASTROP, TEXAS



**LEGEND**

- Private Parkland 48 acres
- Public Parkland 34 acres
- Public Access Easement 1 acre
- Public Trail (6 Wide Multi-Trail) 4200 linear feet
- Private Trail 2755 linear feet
- Trail Head
- Gathering Area with Picnic and Trash Receptacles
- Pet Waste Stations

NOTE: PRIVATE PARKLAND IS TO BE MAINTAINED BY THE RIVER'S BEND AT PECAN PARK HOA.  
NOTE: ALL ACRES AND LINEAR FEET SHOWN ARE APPROXIMATIONS ONLY AND SUBJECT TO MINOR MODIFICATIONS DURING PLAT AND APPROVAL PROCESS.

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Scale: 1" = 500'  
Date: September 16, 2019

SHEET FILE: S:\18000-PRD\CD\Drawings\ANNUNCI\SUBMITALS\Park Plan\_2019-09-20.dwg  
Base mapping compiled from best available information. All map data should be considered as preliminary, in need of verification, and subject to change. This and plan is conceptual in nature and does not represent any regulatory approval. Plan is subject to change.



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 9C

**TITLE:**

Consider action to approve Resolution No. R-2020-14 of the City Council of the City of Bastrop, Texas, providing policy direction in regard to building inspection fees in accordance the 1965 cooperation agreement between the City of Bastrop and the Bastrop Housing Authority, attached as Exhibit A; authorizing the City Manager to execute all necessary documents; and providing an effective date.

**STAFF REPRESENTATIVE:**

Trey Job, Assistant City Manager of Development Services

**BACKGROUND/HISTORY:**

In 1965 the City of Bastrop recognized a need for Public Housing, and entered into an agreement with the Housing Authority of the City of Bastrop on February 26, 1965. The agreement allows for deviations to the building code, but not at a risk to health and safety of the public.

More recently, one of the City of Bastrop Inspection staff noticed the installation of a water heater in one of the units managed by the Housing Authority. The inspector stopped and spoke with the Housing Authority's maintenance personnel and asked that he stop by the office and pick up a permit so an inspection can be performed. The City Inspector explained the risk associated with improper water heater installation.

On November 8, 2019 Ms. Spencer, with the Housing Authority, respectfully requested consideration to waive our requirement to obtain permits for routine maintenance involving electrical, plumbing or mechanical work, including repair or replacement of equipment and/or waive permit fees associated with this work in accordance paragraph 5 (c) of the Cooperation Agreement between the Housing Authority and the City of Bastrop, which states: "In so far as the Municipality may lawfully do so, (II) grant such deviations from the building code of the Municipality as are reasonable and necessary to promote economy and efficiency in the development and administration of such Project, and at the same time safe-guard the health and safety..."

Staff has reviewed the Cooperation Agreement and agrees with Ms. Spencer the intent of the document allows the City of Bastrop to assist the Housing Authority with maintaining affordable housing options to citizens of Bastrop. We also agree the health and safety of the resident is the highest priority.

With that in mind, Staff recommends that permitting and inspection be required per the newly adopted 2018 ICC Codes and that the fees be waived to prevent a pass-through cost to the residents of the Housing Authority.

**POLICY EXPLANATION:**

Texas Local Government Code Section 51.001 provides the City general authority to adopt an Ordinance or policy regulations that are for the good government, peace, or order of the City and is necessary or proper for carrying out a power granted by law to the City.

**FUNDING SOURCE:**

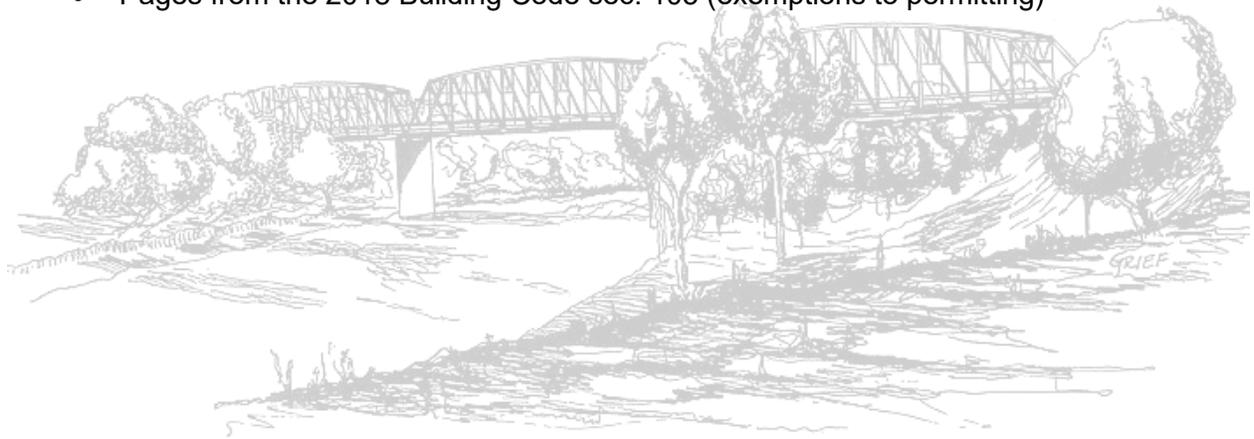
N/A

**RECOMMENDATION:**

Consider action to approve Resolution No. R-2020-14 of the City Council of the City of Bastrop, Texas, providing policy direction in regard to building inspection fees in accordance the 1965 cooperation agreement between the City of Bastrop and the Bastrop Housing Authority, attached as Exhibit A; authorizing the City Manager to execute all necessary documents; and providing an effective date.

**ATTACHMENTS:**

- Cooperation Agreement
- Resolution 2020-14
- Pages from the 2018 Building Code sec. 105 (exemptions to permitting)



**RESOLUTION NO. R-2020-14**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS, PROVIDING POLICY DIRECTION IN REGARD TO BUILDING INSPECTION FEES IN ACCORDANCE WITH THE 1965 COOPERATION AGREEMENT BETWEEN THE CITY OF BASTROP AND THE BASTROP HOUSING AUTHORITY, ATTACHED AS EXHIBIT A; AUTHORIZING THE CITY MANAGER TO EXECUTE ALL NECESSARY DOCUMENTS; AND PROVIDING 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 Council in 1965 recognized a need for Public Housing, and entered into an agreement with the Housing Authority of the City of Bastrop on February 26, 1965. The agreement allows for deviations to the building code, but not at a risk to health and safety of the public; and

**WHEREAS**, The Current City Council as understands the importance of providing affordable housing and wishes to continue the agreement that began in 1965 with the City of Bastrop Housing Authority by waving the inspection feed but not the need for inspection to provide a healthy safe place for its citizens.

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

**Section 1:** That the City Manager will authorize waving the fees but not any necessary inspections to protect the health and safety of residents of the Bastrop Housing Authority.

**Section 2:** That the City Council of the City of Bastrop has provided clear policy direction in regard to the importance of providing affordable housing and has reinforced the policy in regard to maintain the economy of the Bastrop Housing Authority.

**Section 3:** 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 4:** That this Resolution shall take effect immediately upon its passage, and it is duly resolved.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Bastrop this 28<sup>th</sup> day of January, 2020.

**APPROVED:**

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Connie B. Schroeder, Mayor

**ATTEST:**

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Ann Franklin, City Secretary

**APPROVED AS TO FORM:**

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Alan Bojorquez, City Attorney



# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 10A

**TITLE:**

City Council shall convene into closed executive session pursuant to Section 551.074 to conduct an annual performance evaluation of the City Manager as required by her employment agreement.

**STAFF REPRESENTATIVE:**

Lynda K. Humble, City Manager





# STAFF REPORT

**MEETING DATE:** January 28, 2020

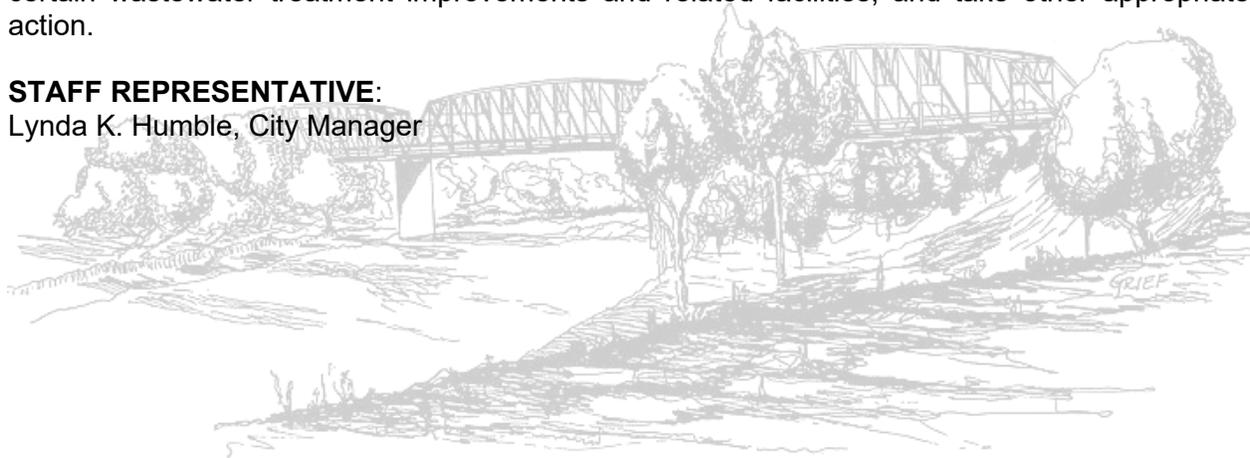
**AGENDA ITEM:** 10B

**TITLE:**

City Council shall convene into closed executive session for a Legal Briefing by the City Attorney pursuant to Texas Government Code Sections 551.071 and .072 regarding legal aspects of Resolution No. R-\_\_\_\_\_ of the City Council of the City of Bastrop, Texas determining the necessity and authorizing the use of the City's power of eminent domain to acquire fee simple title to \_\_\_\_\_ acres of land, and a temporary construction workspace easement interest in and to \_\_\_\_\_ acres of land from property owned by \_\_\_\_\_ for the construction of certain wastewater treatment improvements and related facilities, and take other appropriate action.

**STAFF REPRESENTATIVE:**

Lynda K. Humble, City Manager





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**AGENDA ITEM:** 10C

**TITLE:**

City Council shall convene into closed executive session for a briefing pursuant to Texas Government Code Sections 551.071, .72, and .087 regarding legal, real estate, and economic development aspects of possible vendor space at Fisherman's Park.

**STAFF REPRESENTATIVE:**

Lynda K. Humble, City Manager





# STAFF REPORT

**MEETING DATE:** January 28, 2020

**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

