

MINUTES OF THE KERRVILLE CITY COUNCIL AND
CITY OF KERRVILLE, TEXAS ECONOMIC IMPROVEMENT CORPORATION
JOINT MEETING
JUNE 12, 2012

On June 12, 2012, a joint meeting of the Kerrville City Council and the Economic Improvement Corporation was called to order by Mayor Pratt and EIC Chairman Wampler at 9:00 a.m. in the city hall council chambers, 800 Junction Highway.

COUNCIL MEMBERS PRESENT:

Jack Pratt	Mayor
Stacie Keeble	Mayor Pro Tem
Carson Conklin	Councilmember
Justin MacDonald	Councilmember

COUNCIL MEMBER ABSENT:

Gene Allen	Councilmember
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EIC MEMBERS PRESENT:

David Wampler	President
Kenneth Early	Vice-President
Gary Cochrane	Board Member
Larry Howard	Board Member
Stacie Keeble	Board Member
Polly Rickert	Board Member

EIC MEMBER ABSENT:

Rex Boyland	Secretary
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STAFF PRESENT:

Todd Parton	City Manager
Mike Hayes	City Attorney
Kristine Ondrias	Assistant City Manager
Brenda G. Craig	City Secretary
Travis Cochrane	Director of Information Technology
Mindy Wendele	Director of Business Programs
Mike Erwin	Director of Finance
Kim Meisner	Director of General Operations
John Young	Police Chief
Malcolm Matthews	Director of Parks and Recreation

2. DISCUSSION AND CONSIDERATION OF FUTURE ECONOMIC PROJECTS:

Mr. Parton reviewed current activities and projects and noted that the debt issuances that were recently passed had been structured such that debt service would be at or below EIC's existing debt payments. The strategic plan looked at balancing the needs of the community, i.e. quality of life, business development, and business enhancement with the resources available, including using EIC funds to leverage debt service to cover projects such as Louise Hays Park improvements and the river trail.

City Council, EIC, and staff discussed the following points related to each subject:

2A. Scott Schreiner Municipal Golf Course pavilion and parking improvements

- Improvements such as a pavilion and parking lot, estimated at \$250,000 each, would ensure that the golf course remained competitive and attracted visitors; also could accommodate larger tournaments and events.
- EIC had funded the 1998 redesign of the golf course in 1998.
- A pavilion was part of the golf course master plan.
- Estimated that the golf course had gained \$200,000 this year as a result of Fredericksburg's golf course being temporarily closed for reconstruction; these gains could be used to fund a pavilion and parking lot improvements.
- Two flag poles could be installed at a cost of \$7,000-10,000.
- Discussed closing Country Club Lane, but it was the only access to a private home next to the golf course.

2B. Soccer field(s) improvements

- Limitations and inadequacies of the existing soccer facility and possible improvements and expansion that would enhance local play and accommodate larger tournaments; potential economic benefit to community.
- Improvements/expansion to the existing building and facility could trigger ADA requirements.
- The two soccer associations currently leasing the existing facilities provide maintenance of the fields and facilities in exchange for free use of the property; city is responsible for fencing and gates, estimated cost to the city less than \$10,000 annually on the entire complex.
- Staff presented a list of possible improvements noting items 1-9 were suggested priorities by the two soccer associations, and the city could do item 10; items 12 and 13 were needed to attract larger tournaments.
- Improvements discussed were: new building, site work, parking lot upgrade, utility extensions, field and drainage improvements, entryway improvements, security lighting upgrades and field lighting, irrigation improvements, shade structures, and signage.
- Effluent water for field irrigation provided by the city at a nominal fee; expansion of the fields may increase cost to the soccer associations, but they were requesting the expansion.
- The city proposed to do the parking lot improvements in-house; other projects would be contracted.
- Under the lease agreement, any improvements made by the soccer associations belong to the city when the leases expire.
- Existing facilities were fully utilized and available for community use.
- Potential to merge soccer facility and city farm (90 acres owned by the city) and the little league fields on Highway 27 (county-owned) to create a multi-use athletic complex; properties were contiguous but topography could create issues.

2C. Baseball/softball sports complex

- An individual may be interested in providing some funding toward the construction of a baseball/softball sports facility, but no firm commitment.
- Discussed possible locations including 86 acres on Peterson Farm Road currently owned by EIC, topography challenges; staff to report back on feasibility of location and potential cost.

- Possible expansion of existing Little League fields on Hwy. 27; see what their needs are.
- Is the market too saturated to support another tournament/competition style sports complex in Kerrville?

2D. Downtown Wi-Fi

- Discussed plan to install several wireless access points in the downtown area for public access; good amenity for people doing business in downtown; could cover six block area but phase in project in stages; possible cost \$100,000.
- Not intended to replace wireless services for downtown businesses.
- Staff to investigate and report findings; should include equipment purchase, installation, maintenance, updates, and on-going costs.

2E. Downtown boardwalk project

- Noted that project was underway to bury the utility lines behind the buildings on the river side.
- Need lighting for boardwalk and pavilion; staff noted the city and KPUB were working on lighting.
- Possible easterly extension of the boardwalk; drainage and erosion issues to overcome.
- Connect downtown to Louise Hays Park and river trail.
- Staff was directed to put together an overview and project scope and bring back to EIC.

2F. Airport Commerce Park vacant industrial site inventory within the city

- Need to prepare an inventory of available industrial and commercial land and devise a strategy to market those properties.
- Noted that the city was in the process of rewriting the zoning code; if there were specific locations and/or zoning issues, those should be brought forth now.
- Mr. Parton noted that several years ago EIC funded utility services to the Airport Commerce Park and performance criteria had been placed in the deed restrictions that in some cases became a disincentive for development; he recommended that EIC review those deed restrictions.
- Discussed issues with EIC's land on Peterson Farm Road; property had been zoned agricultural, specifically for the USDA project.

2G. Utility infrastructure for potential new company (KEDC prospect). No report.

2H. Incentive package for hotel/conference center

- Noted that Kerr Economic Development Corporation's top project was a conference center; Ray Watson had prepared an incentive package and distributed it to a few developers, and he met with one group but others had not responded.
- EIC should be kept informed of any possible pending funding commitments; EIC approved a conference center concept but not any funding. Mr. Parton noted that discussions with potential developers did not entail any direct financial contribution, rather a tax incentive based on performance measures and whereby EIC would break even based on additional revenue generated by the project; he assured EIC that any formal offers would be presented to EIC before proceeding.
- Staff should provide an estimate of the amount of funding that EIC should reserve in case a viable project was submitted.

- An incentive package should result in a larger facility that would create a larger market and not compete against existing business; such facility should be minimum three stars and have a national reservation system.
- The existing market could accommodate an additional 600-650 rooms.
- Discussed the TXP study regarding a convention center.
- Discussed CVB's lost business report showing the potential economic benefit that could be realized if Kerrville could accommodate larger groups.
- Existing hotel stock was lacking in room quality and was an issue in attracting groups; discussed incentive package to fund improvements for existing hotels; new hotel would cause existing hotels to make improvements to be competitive.
- Discussed an incentive package with performance criteria to start a retail center.
- Kerrville could be a regional retail hub; discussed gaps in quality and variety of products available; indications were that Boerne was also considering such.
- Conference center and tourism would trigger retail growth.
- Take advantage of tourism; complete amenities that could be included in a marketing plan, i.e. river trail, downtown and boardwalk.

2I. Tuscany Development road between SH16 and SH173

- Mr. Parton noted that Riverhill Boulevard was on the thoroughfare plan as a collector street to connect Hwy. 173 and Hwy. 16; an additional roadway was discussed to provide circulation and relief for Riverhill Boulevard.
- Discussed possible extension of Loop 534 from SH173 to SH16 that went along the perimeter of Kerrville Schreiner Park; the state placed restrictions, including use of property as a road, on the KSP property when it gave the property to the city; the state could consider taking back the property. Also, such a project would put a thoroughfare alongside the best part of the park and could be detrimental to the park function and revenue.
- Rough estimate of a Loop 534 extension was \$3 million for construction of a two-lane roadway; TxDOT previously stated they had no funding for new construction projects.
- A Tuscany roadway may not alleviate traffic on Riverhill Boulevard because it was too far out and did not align with 534.
- Mr. Parton should provide EIC a copy of the 2007 memo and information regarding a possible Loop 534 extension.
- Consensus was to instruct staff to explore a Loop 534 extension with the state and provide feedback; if 534 was not a viable project, then discuss the possibility of a Tuscany alignment.

2J. Investment in making Kerrville safer and more friendly to bicyclists and pedestrians.

- Persons in the bike business had requested a new ordinance and improved public education programs focused on bike safety.
- Concern about enforcement of existing laws.
- Bicyclists could work with city staff to help identify a bike route that connected existing bike lanes and parks and then prepare a map of the route and distribute it throughout the community; the route could be marketed and promoted through CVB.
- Main thoroughfares such as Hwy. 16 and 27 were not the safest place for a bike route; recognized that bike groups coming to Kerrville would still want to use highways and may not use an in-city bike route.

3. **DIRECTION TO STAFF TO PREPARE APPLICATIONS FOR FUTURE CONSIDERATION BY EIC**: No action taken; staff follow up and report back on items as discussed.

4. **ADJOURNMENT**: The meeting adjourned at 11:32 a.m.

APPROVED: _____

Jack Pratt, Mayor

ATTEST:

Brenda G. Craig, City Secretary

David A. Wampler, EIC President