

TO: CITY OF DRIPPING SPRINGS  
FROM: Kim Fernea  
RE: ECONOMIC DEVELOPMENT COMMITTEE MONTHLY REPORT  
DATE: November 1, 2020

---

Please accept this memo as the City of Dripping Springs Economic Development Committee's (the "Committee") monthly update to Council regarding projects and progress during the month of October, 2020.

The Committee convened via Zoom October 28<sup>th</sup>.

**Agenda:**

- Call to Order
- City Update – Mayor Pro Tem Taline Manassian
- GSMP Vision 2025 – Patrick Rose
- TIRZ Update – Dave Edwards and/or Keenan Smith
- Community Updates provided from the Committee

**Committee members present:** Susan Kimball, Dave Edwards, John Kroll, Mayor Pro Tem Taline Manassian, Whit Hanks, Andrea Nicholas, Kim Fernea

Chamber members present: Lucy Hansen, Denise Schroeder

City representatives present: Mayor Bill Foulds, Andrea Cunningham

Citizen visitor: Kyla Cloutier

**Mayor Pro Tem Taline Manassian- City Update & discussion**

- City-Wide Trails Plan Map has been update. Feedback is welcome.
- City is moving forward on getting easements related to the South Regional Water Reclamation Project (wastewater expansion).
- The biggest thing of relevance to this group is that the City is having discussions about density in the City. They looked at where there is currently areas of density and what is being considered (as far as projects on the horizon-Cannon, Cynosure starting to have discussions). Discussing where higher density may be appropriate, what should "high density" look like in our city, and what issues density raises for us, like increased traffic and affordability or unaffordability of housing.
  - P&Z having the same discussion and will give City Council and Staff their input.
- Slowly and carefully discussing the reopening City Hall.
- Will be revisiting Zoning Ordinance categories.
  - Whit suggested zoning include criteria by which certain development types are deemed appropriate. Would provide predictability for City and future Developers.
- Discussion about Sustainable Places and its intent and the spirit with which it was completed. Good historical reference.
- Comprehensive Plan will most likely be revisited in 2021.

**Kim Fernea - Vision 2025**

- Patrick Rose will deep dive into this in November.
- To summarize:

# VISION 2025 ECONOMIC DEVELOPMENT STRATEGY

The strategic framework and recommendations presented in the following pages were derived from several sources with the strategic implications presented in the Regional Assessment in mind. Partnerships with other organizations, which will be identified in the forthcoming Implementation Guidelines, will be key to continuing the success that the Greater San Marcos region has achieved with focused and consistent efforts built upon strong research and supported by voices throughout the region. The recommendations included in this Strategy are a combination of the Market Street team's experience and observation of programs and initiatives in communities across the nation, as well as valuable feedback from stakeholder input, inclusive of focus groups, interviews, staff engagement, small group feedback and strategic planning workbook notes from the August 5 Steering Committee meeting.

This draft Strategy, once finalized and approved, will set the direction for the next five years of the region's collective economic development prioritization and activity. The framework provides a high-level structure of the key issues that the region is working to address and helps stakeholders quickly and effectively communicate the region's economic development goals. Once solidified, the framework also provides a clear structure for implementation activities. The framework should reflect the issues that the region seeks to affect at a high level through strategic action.

Best practices can be found in the Appendix of this document. References to each best practice can be found next to the relevant strategic action throughout the Strategy.

Before determining the direction of the next leg of this journey, reviewing past strategic frameworks is helpful to understanding the journey that the Greater San Marcos region has traversed over the last decade. In 2009, the strategy that was developed from an initiative led by the City of San Marcos and its economic development team, Economic Development San Marcos, resulted in the creation of the Greater San Marcos Partnership. In 2015, the Vision 2020 Strategy identified five primary "goals" that provided structure for GSMP's efforts over the past five years. These goals and the accompanying graphic are as follows:

**Goal 1: Define and Promote the Greater San Marcos Value Proposition**

**Goal 2: Support Quality Growth in Export-Oriented Target Sectors**

**Goal 3: Optimize the Local Talent Base**

**Goal 4: Accommodate and Manage Quality Growth**

**Goal 5: Create Destination Appeal**



Collectively, the themes that emerged from research, public input, and Steering Committee feedback demonstrates to the Market Street team that the Greater San Marcos Vision 2025 Economic Development Strategy can reasonably be organized around four of these, adjusting the first and fourth areas to reflect the changes in the landscape that have resulted from progress that has been made since 2015:

1. Support Quality Employment Growth
2. Optimize the Local Talent Base
3. Accommodate and Manage Quality Growth
4. Enhance Community Appeal

The following graphic displays a potential visual representation of the four proposed goal areas, highlighting the interconnectivity of all areas. As the illustration also highlights, **regionalism** should always be at the core, understanding that it has been a vital component to GSMP's efforts.



#### David Edwards – TIRZ Update

- Currently negotiations ongoing between parties (City, ISD, Library)
  - Determining what is good for all parties and the community.
  - Working out cost sharing agreements between parties
  - Next TIRZ Meeting is 2<sup>nd</sup> Tuesday of November at 4:00.