

CITY OF WEST LAKE HILLS, TEXAS
MINUTES OF A CITY COUNCIL AND ZONING AND PLANNING COMMISSION JOINT
SPECIAL MEETING
Wednesday, March 29, 2023 at 6:00 PM

1. Call to Order

With a quorum present, Mayor Anthony called the meeting to order at 6:04 p.m.

CITY COUNCIL PRESENT:

Mayor Linda Anthony
Mayor Pro Tem Gordon Bowman
James Vaughan
Brian Plunkett
Beth South

CITY STAFF PRESENT:

City Administrator Trey Fletcher
City Secretary Terry Blanchard
Finance Director Vonda Ragsdale
Interim Director of BDS Brian McDougal
Chief of Police Scott Gerdes
City Attorney Patty Akers

ZAPCO MEMBERS PRESENT:

Chair Robert Meisel
Julia Webber
Laurie Maccini
James Pledger
Karen Bartoletti
Patrick Stewart

2. Citizen Communications The City Council welcomes public comments at this point on any issue. If the issue is listed on the agenda, the speaker may choose to comment during the Public Comment period or when the specific agenda item is taken up by the Council later in the meeting. The Council cannot respond to or discuss matters not listed on the agenda. The Council may provide factual information, refer the item to a staff member, or request the item be added to a future meeting agenda. Speakers shall limit their comments to five (5) minutes each.

Mayor Anthony opened the meeting for public comments. Hearing none, the public comment section was closed.

3. Administration Presentation and discussion supporting the development of an Economic Development Strategic Plan for West Lake Hills.

Mayor Anthony gave a brief summary. Presentation was given by Jason Moore and Richard Fletcher of HdL Companies. Items discussed included:

- Market Insights
 - Community Profile

- Employee Inflow/Outflow
- Employment Profile
- Housing Profile
- Median List Price
- Comparing Median List Price
- Commercial Market Analytics - Office and Retail
- Retail Trade
- Commercial Revenue Drivers
- Tax Revenue Composition
- Retail Power Centers
- Property Tax Analysis
- Top Property Taxpayers
- Sales Tax Analysis
- Development Trends
 - Submarket Industry Trends
 - Development Trends and Local Regulations
 - Real Estate Demand
 - Housing Trends
- SWOT
 - Strengths
 - Geographic location
 - School district
 - Assumption of disposable income
 - City pride
 - Safe environment
 - Weaknesses
 - No affordable housing for public servants
 - Not considered a destination shopping place by residents
 - Need wider variety of housing options
 - Cost to develop and build - paying premium
 - Restrictive sign ordinance
 - Opportunities
 - Define City center
 - Need connectivity
 - Beautiful landscaping
 - Engage creative community to participate
 - New city hall
 - City branding
 - Strategic mix of retail
 - Furniture and Art Gallery to support build/remodel activity
 - Parking maximums
 - Threats
 - Wastewater
 - "NIMBY"
- Prohibited Uses
 - Code section handouts were distributed to participants
 - Mayor asked group to review list and submit comments to Trey Fletcher
- Look at for 2023

- Streamline permitting process
- Designated Downtown area
- Better enforcement of current development rules
- 5-year Plans
 - Cohesive community
 - Provide for accessibility issues
 - Become a destination
- Next Steps
 - HdL to finalize plan
 - Issue RFP

4. Adjournment

Mayor Anthony adjourned the meeting at 7:55 p.m.



Respectfully submitted,



LINDA ANTHONY, MAYOR

ATTEST:



Terry Blanchard, TRMC
City Secretary

These minutes were approved on April 12, 2023.