



DOWNTOWN REVITALIZATION COMMITTEE

TUESDAY - APRIL 25, 2023 - 5:30 PM

Notice of AGENDA

Liberty Hill Municipal Court / City Council Chamber

2801 RR 1869

Liberty Hill, Texas 78642

**Kristan LeBaron
Lonnie Wendling
Danyel Cake**

**Kellie Olisky
Daniel Scott**

LIVE VIDEO ACCESS

Live video of the meeting will be displayed on the City's Facebook page.

PLEASE SILENCE YOUR CELL PHONES

1) CALL TO ORDER

a) Establish quorum

2) PUBLIC COMMENTS

Regarding items not on this agenda/Public Comments: Those desiring to speak on a topic not listed on the agenda, please complete a speaker form and present to the City Secretary before the meeting. Speakers will have three minutes each to speak, this time cannot be transferred or shared. Council members may not take action during this item and any responses will be limited to factual statements, recitation of existing policy, or request for the topic to be placed on a future agenda.

Regarding topics listed as an agenda item/During specific agenda item: Council requests that speakers complete a speaker form, indicate which agenda item they are interested in speaking about, and submit form to the City Secretary before the agenda item is addressed. Speaker forms may be emailed to the City Secretary before the meeting at esimpson@libertyhilltx.gov.

3) REGULAR SESSION

a) Discussion, consideration and possible action on the Downtown Revitalization Meeting

minutes from March 28, 2023. (K. LeBaron)

[2023-03-28 Downtown Revitalization draft meeting minutes](#)

- b) Discussion, consideration and possible action regarding Special Joint Meeting April 12, 2023 meeting minutes. (E. Simpson)
[04-12-2023_City_Council_Workshop__Meeting_minutes_draft.pdf](#)
- c) Update on Downtown Revitalization Master Plan contract award. (P. Brandenburg)
- d) Update on Downtown Revitalization Master Plan. (P. Brandenburg)
- e) Updates, discussion, consideration and possible action regarding Downtown Revitalization Committee events. (K. Amsler)
- f) Hear update and report regarding information shared at the Cross Committee Communications meeting(s). (D. Scott)
- g) Discussion, consideration and possible action appointing a new Downtown Revitalization Committee Chair. (L. Wendling)
- h) Discussion, consideration and possible action regarding the Downtown Revitalization Action Plans. (L. Wendling)

4) FUTURE AGENDA ITEMS

Issues, topics, items for consideration at a future meeting may be identified and scheduled for a future agenda. No deliberations on the items may occur.

5) ADJOURNMENT

The City Council, Boards, and Commissions reserve the right to reconvene, recess, realign, change the order of business, or adjourn into Executive Session at any time during the course of the meeting, prior to adjournment, to discuss any item listed above, as authorized by Texas Government Code Section §551.071 (Consultation with Attorney), §551.072 (Deliberations about Real Property), §551.073 (Deliberations about Gifts and Donations), §551.074 (Personnel Matters), §551.076 (Deliberations about Security Devices), and §551.087 (Development). In compliance with the Americans with Disabilities Act, the City of Liberty Hill will provide reasonable accommodation for persons attending meetings. To better serve you, requests need to be received 48 hours prior to the meeting. Contact the City Secretary at 512-778-5449 – Extension 125.

POSTING CERTIFICATION: I, ELAINE SIMPSON – CITY SECRETARY – CITY OF LIBERTY HILL certify that the attached notice of meeting was duly posted on the bulletin board at City Hall located at 926 Loop 332, Liberty Hill, Texas 78642 and on the City website (www.libertyhilltx.gov) on the _____ day of _____, 202_ at _____. Elaine Simpson – City Secretary.

REMOVAL CERTIFICATION: I ELAINE SIMPSON – CITY SECRETARY – CITY OF LIBERTY HILL certify that the attached notice of meeting was removed from the bulletin board at City Hall located at 926 Loop 332, Liberty Hill, Texas 78642 on the _____ day of _____, 202_ at _____.
INITIALS _____



**DOWNTOWN REVITALIZATION
COMMITTEE DOWNTOWN
REVITALIZATION COMMITTEE
TUESDAY - APRIL 25, 2023
2801 Ranch Road 1869 - Liberty Hill**

AGENDA ITEM 3.a

**Discussion, consideration and possible action on the Downtown Revitalization Meeting minutes
from March 28, 2023. (K. LeBaron)**



**City of Liberty Hill, TX
Liberty Hill Downtown Revitalization Committee Minutes
March 28, 2022, 5:30 PM
City Council Chamber / Municipal Courthouse
2801 Ranch RD 1869, Liberty Hill, TX 78642**

1. CALL TO ORDER

The Downtown Revitalization Committee Workshop was called to order at 5:30 PM by Chair Lonnie Wendling.

Downtown Revitalization Committee Members:

Kellie Olisky, Vice-Chair
Lonnie Wendling, Chair
Daniel Scott
Danyel Cake

Members absent:

Kristan LeBaron, Secretary

City Staff:

Paul Brandenburg – City Administrator
Jerry Millard – Director of Planning and Development
Katie Amsler, Director of Communication
Mary Poche, Exec. Director of the Liberty Hill Economic Development Corporation
Elaine Simpson – City Secretary

a) Establish quorum.

2) PUBLIC COMMENTS

Regarding items not on this agenda/Public Comments: Those desiring to speak on a topic not listed on the agenda, please complete a speaker form and present it to the City Secretary before the meeting. Speakers will have three minutes each to speak, this time cannot be transferred or

shared. DRC members may not take action during this item and any responses will be limited to factual statements, recitation of existing policy, or request for the topic to be placed on a future agenda.

Regarding topics listed as an agenda item/During specific agenda item: DRC Members request that speakers complete a speaker form, indicate which agenda item they are interested in speaking about, and submit form to the City Secretary before the agenda item is addressed. Speaker forms may be emailed to the City Secretary before the meeting at esimpson@libertyhilltx.gov.

There were no citizen comments.

3) REGULAR SESSION

- a) Discussion, consideration, and possible action on the Downtown Revitalization Meeting minutes from February 28, 2023. (K. LeBaron)

Motion by Chair Wendling, seconded by Vice Chair Olisky, to approve and to adopt, as presented, the February 28, 2023 Downtown Revitalization Meeting minutes. Vote on the Motion: Motion carried unanimously by a vote of 4-0. Ayes: Wendling, Cake, Olisky and Scott. Nays: None. With LeBaron absent.

- b) Discussion, consideration and possible action regarding Texas Downtown Association (TDA) Assessment Report for Liberty Hill (from July 2021).

City Administrator Paul Brandenburg explained that this report is from 2021. It is being shared for everyone's information. This report has some helpful information, but it does not provide the information that the Downtown Masterplan will provide.

Since this agenda item (b.) led into a discussion of agenda item (c.), Chair Wendling opened both for discussion. There was no action taken on item (b.)

- c) Hear update, consider and possibly take action regarding Downtown Masterplan Request For Qualifications (RFQ). (P. Brandenburg)

City Administrator Brandenburg explained that this Masterplan will be the topic of a Special Called meeting for Workshop on Wednesday, April 12, 2023. The DRC will meet, along with the City Council and the LHEDC, to discuss the Masterplan.

There was a brief discussion by the Committee that they would like for this Masterplan to be more specific than the Texas Downtown Association Assessment was, because it

was kind of generic. The members discussed concerns that the Downtown Masterplan would duplicate work that was done on the larger Economic Development Masterplan that the EDC just adopted. Also, there was a discussion that the Committee members desire that the Downtown Masterplan have deliverables – plans and not simply analysis.

There was no action taken on item (c.)

d) Hear updates on City Projects for Downtown including projects involving:

City Administrator Paul Brandenburg explained that most of the Boards, Committees, and Commissions at this time are requesting updates for all the city's ongoing infrastructure projects. He explained that instead of having the report given every meeting to every Board, there will be a routine update for the projects and it will be a standing item on the Board agendas to review it. This ensures that all Boards get the same information. He gave them a brief update on the following:

- a. Roads : Roundabout plans go to City Council at their meeting on April 12th. The Council may decide to 'pause' the work on the Roundabout, until the Texas Department of Transportation (TXDOT) project for the signalization at Main and 1869 is done. This way there will not be projects possibly causing slowdowns that close together on Main.
- b. Parking: Mr. Brandenburg explained that there is no Parking Plan finalized yet. The Comprehensive Masterplan will have this.
- c. Sidewalks/Paths – There was a discussion, and Mr. Brandenburg disseminated a map showing the pathways route(s) all along Main Street, as have been discussed. The City hopes to secure grants for the funding for this project, so plans hinge on the funding. It is about ½ funded now.
- d. Water and Wastewater: The new LH20 Task Force held their first meeting March 1, 2023. The next one will be April 5, 2023. They are charged with researching water resources.
- e. Main Street – The letters to those who have a Main Street address have been sent out. The Public Hearing is tentatively set for April 26th City Council Meeting. The responses so far have trended 90/10 % in favor of the renaming of Loop 332 to "Main Street". City staff is currently researching the costs of street signage.

Soon the accent painting that the DRC members discussed last year will begin. The painting cannot be done until it is warm enough.

There was no action taken on this item.

e) Discussion, consideration, and possible action regarding new Liberty Hill Economic Development Corporation (EDC) Strategic Plan, approved by LHEDC Board of Directors on March 21, 2023. (M. Poche, Paul Brandenburg)

Executive Director of LH EDC Mary Poche: Exec. Director Poche introduced the item and presented the staff report. The LHEDC approved this new Economic Development Plan and it is now posted on the city's website. The DRC members received an advance copy of this.

The EDC is very excited to begin pursuing the 'target' industries identified in this plan. The Downtown Development Plan will SUPPLEMENT this Economic Development Plan. The current estimate is that about 1/3 of the infrastructure needs for the city are going to be located in the downtown area.

The plan is available and if you have questions, please contact me. If we need to, we can contact the plans author, Ms. Vincent.

There was no formal action on this item.

f) Additional discussion/Continual updates regarding DRC events, including 'Monsters On Main' (Halloween).

Vice Chair Olisky explained that she had no formal update on the Monsters on Main event at this time, currently the group is working on a logo.

At the next meeting, when Secretary LeBaron is here, we will discuss the .25 mile run.

There was no formal action taken on this item.

g) Discuss, consider, and possibly take action regarding idea for a 'Downtown Association.'

Chair Wendling discussed the significant merits of the idea of establishing this kind of group, but the need there will be for leadership for the group. Currently, he explained that there have been some 'Business-To-Business' meetings held at Liberty Tavern. These have very informal so far, organized by a local business owner (plumber). The Chamber of Commerce has recognized the value of this and will be stepping up to assist

in planning future meetings of this type.

Director of Communications and Community Engagement Amsler explained that she has the contact list for these business owners and can provide it to the members of the DRC.

Downtown Associations were discussed, in general, and it was noted that Georgetown has a very robust group. There is also the Texas Downtown Association that will assist us in organizing a group of this sort.

Ex. Dir. Mary Poche explained that she has contacts at the Downtown Association and on the State level and may be able to serve as a resource for this group as well.

There was no formal action taken on this agenda item.

h) Discussion, consideration, and possible action regarding placement of Wayfinding signage items, including information as provided by Mr. Scott.

Mr. Scott introduced this item and provided information in the agenda packets tonight. He advised that it is important to always remember 'Who Will This Serve' when considering erecting signage. There was an extended discussion regarding the expensive nature of the signage, and the need to have a plan in advance so the money is spent efficiently. There need to be signage to direct people downtown. There may also be an opportunity to work with the Parks Department to have signage that directs the way to city parks.

There was a discussion about waiting on this plan until the Comprehensive Master Plan is done, since it will deal with signage. There was also the reminder that the city is interested in setting up new 'Entryway' signage to the City.

There was a brief discussion researching the possibility of entering into an interlocal agreement with the County or with a nearby city that makes their own signage, to see if we could have our signs made in a less expensive manner.

No formal motion was made on this item.

i) Hear update / report from Mr. Scott to report on information shared at the 'Cross Committee Communications' meeting(s).

Mr. Scott has agreed to be the representative for the DRC at these meetings. These meetings are held on a monthly basis and are informally 'chaired' by Mr. Cormack - Vice Chair of the

Planning and Zoning Commission. There are members from the other Boards and Committees in the city, and once a month this group meets to exchange information and update the group on what their Board (in this case, Mr. Scott advising about the activities of the DRC) is doing. He reported about the upcoming Sculpture Fest, and about some of the Master Plan activities that are happening. The City Park has a mini-Masterplan composed for the Parks Board, and the LHEDC just adopted their new plan, as we heard earlier. There is interest in 'Dark Skies' and it is not only from the P&Z Commissioners. There are new developments that will be coming into town soon. Soon there will be more functionality on the city official website as the ability to have more 'maps' and 'geo-information' is added. This will mean the city's website can function better and give users more information on certain pieces of property.

There was no formal motion taken on this agendas item.

It was announced that there would be no Executive Session held.

_____ read the exceptions from the Texas Government Code at ____PM.

- 4) ~~Executive Session – Downtown Revitalization Committee may convene into Executive (Closed) Session for deliberation of the following items pursuant to Texas Government Code Section 551.071 (Consultation with Attorney), Section 551.072 (Deliberations about Real Property), Section 551.073 (Deliberations about Gifts and Donations), Section 551.074 (Personnel Matters), Section 551.076 (Deliberations about Security Devices), and Section 551.087 (Economic Development).~~

~~a) Pursuant to Texas Government Code Section 551.072. DELIBERATION REGARDING REAL PROPERTY; CLOSED MEETING. A governmental body may conduct a closed meeting to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person. —~~

~~–Discussion of properties in the Downtown area.~~

5.) Future Agenda items/ ADJOURNMENT

Some future agenda items were suggested:

- Reviewing the City Council's recently adopted **Design Guidelines**.
- Texas Downtown Association item.
- Discussion of Downtown Overlay District / Architectural Standards Committee???
- The award of the DRC Masterplan by City Council on 4-12-2023.
- Demolition by Neglect.
- Update EDC incentive programs – Façade Grants?

- Nominations for members of DRC and for a new Chair, Chair Wendling has decided to not seek reappointment to DRC, so he will be ‘passing the gavel’.

With no other items on the agenda, and no objections from the committee members, Chair Wendling adjourned the Downtown Revitalization Committee at 7:17 PM.

Motion passed on vote of 4 ayes, 0 nays, and 0 abstentions.

PASSED AND APPROVED BY THE Downtown Revitalization Committee of the City of Liberty Hill, Texas on _____ of _____, 2023 on vote of _____ ayes, _____ nays, and _____ abstentions.

Chair Lonnie Wendling

City Secretary Elaine Simpson



**DOWNTOWN REVITALIZATION
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REVITALIZATION COMMITTEE
TUESDAY - APRIL 25, 2023
2801 Ranch Road 1869 - Liberty Hill**

AGENDA ITEM 3.b

Discussion, consideration and possible action regarding Special Joint Meeting April 12, 2023 meeting minutes. (E. Simpson)



CITY COUNCIL, DOWNTOWN
REVITALIZATION COMMITTEE, AND
LIBERTY HILL ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS
SPECIAL CALLED MEETING MINUTES
WEDNESDAY, APRIL 12, 2023 – 5:30 PM
MUNICIPAL COURT ROOM/COUNCIL CHAMBER
2801 RANCH ROAD 1869
LIBERTY HILL, TEXAS

1. CALL TO ORDER

The meeting was called to order by Mayor Branigan at 5:32 PM. There was a quorum of the City Council, Downtown Revitalization Committee (DRC) and the Liberty Hill Economic Development Corporation Board of Directors.

Council Members Present:

Mayor Branigan
Mayor Pro-Tem Mancilla
Councilmember Young
Council Member Jones
Councilmember Crossland (arrives 5:41 PM)

Council Member Absent:

Councilmember Pezold

Downtown Revitalization Committee Members:

Kellie Olisky, Vice-Chair
Daniel Scott
Danyel Cake
Kristan LeBaron, Secretary

Downtown Revitalization Committee Member absent:

Lonnie Wendling, Chair

LH ECONOMIC DEVELOPMENT Board Directors present:

Amy Gandy
Tiffany Stillwell, Chair
Steven Schiff
Robert Baughn
Greg Parma

LH ECONOMIC DEVELOPMENT Board Directors absent:

Demetrice Gonzales
Landon Smith

Staff Members Present:

Paul Brandenburg, City Administrator
Sidney Smith, Finance Director
Katie Amsler, Communications Director
Jerry Millard, Director of Planning
Kelly Wenzel, Purchasing Coordinator
Mary Poche, Executive Director of Liberty Hill Economic Development Corporation
Elaine Simpson, City Secretary

Also present:

Planning and Zoning Commissioner

Diane Williams

2) Planning and Zoning Commission, Downtown Revitalization Committee, Planning and Zoning Commission and Liberty Hill Economic Development Corporation Board of Directors will discuss the Downtown Masterplan Requests for Qualifications. (K. Wenzel, J. Millard, P. Brandenburg)

The Downtown Masterplan is a joint project financially, of DRC and LHEDC.

- a) Discussion, consideration, and possible action on the Request for Qualifications (RFQ) for the Downtown Masterplan, a joint project involving City Council, Downtown Revitalization Committee and Liberty Hill Economic Development Corporation (LHEDC) Board Members. (K. Wenzel, J. Millard, P. Brandenburg)

City Administrator Paul Brandenburg introduced the item and provided the staff report. In the agenda packet, his written staff report explained that while an extremely basic downtown

assessment was conducted in 2021 by the Texas Downtown Association (TDA) and the Downtown Revitalization Committee (DRC) has developed an Action Plan and Strategies; a strategic masterplan for the Downtown is warranted to delve deeper into the following Scope of Services (SOS):

- Land use and Overlay Recommendations.
- Historic Preservation Design Recommendations
- Downtown Asset Inventory
- Opportunities for Infill
- Parking Analysis
- Infrastructure gap Analysis and Recommendations
- Complete street strategies
- Conceptual design for signage for Wayfinding
- Alleyway activation and Placemaking
- Strategies for Downtown Branding and Identity
- Review of Ordinances
- Market gap Analysis
- Desired Land Use and Intensity
- Funding strategies and CIP

There was a discussion regarding the past timeline for this project, which was originally proposed in 2021. There was confusion when it was discovered that the firm Verdunity, that is the firm currently working on the City's Comprehensive Master Plan, would not also do this Downtown Plan. When it was realized that the contract had not been awarded to Verdunity, by that time they were too busy to commit to doing this plan for another year. Also, the price would be much higher than originally estimated.

The Liberty Hill Economic Development Corporation (LHEDC) agreed to finance this plan, because the Downtown Revitalization Committee does not have a budget. There was never an exact figure approved, but the estimated cost was placed into the LHEDC's current budget.

The City sent out Request for Qualifications (RFQ's) solicitations on February 19, 2023, to approximately 551 vendors. The RFQ deadline was March 15, 2023. A total of eight (8) RFQ's were received. The review team consisting of three members of staff and one member from the DRC independently reviewed and ranked the submittals. The top -rated firm was interviewed by the review team on March 3, 2023.

There was a discussion about the review team's recommendation to move forward with the top-rated firm (HALFF) for the Downtown Masterplan and enter into a contract for professional services.

There was a brief discussion regarding:

- The excellent RFQ, composed by the city's Purchasing Coordinator Kelly Wenzel.
- The time-line of when LHEDC agreed to pay for the plan, and the lack of a firm, clear motion to pay for the plan, but several discussions about it and the fact that the funds for it was specifically budgeted in the LHEDC budget for this year.

- The concerns that have been raised that this study might end up duplicating work that is being done by other firms for us at this time, regarding other plans. Mr. Brandenburg explained that he believes there will be no duplication, because this plan will be focused on downtown. It may actually benefit from some of the research that is going on city-wide, but the plans should not duplicate work.

It was determined that LHEDC would be the only board at this time to make a motion at this meeting on this item. The City Council will hold their Regular Called meeting after this one is over, and they will vote on this item at that time. The DRC does not need to approve, since the payment is coming from LHEDC.

Motion: Motion by Steven Schiff, seconded by Robert Baughn, to approve the RFQ and authorize city staff to proceed with negotiations with Halff Associates, to draft this Downtown Plan, as funded by the LHEDC. Vote on the Motion: Motion carried unanimously with a vote of 5-0. Ayes: Gandy, Stillwell, Schiff, Baughn, Parma. Nays: None. With Demetrice Gonzalez absent.

3) Adjournment(s) - Mayor Branigan, Kellie Olisky and Tiffany Stillwell.

With no other business on the agenda, and no objections from the members of the Council and Boards, the meeting was adjourned at 5:53 PM.

PASSED AND APPROVED BY THE City Council of the City of Liberty Hill, Texas on _____, _____, 2023, on vote of ___ ayes, ___ nays, and ___ abstentions.

Liz Branigan, Mayor

Elaine Simpson, City Secretary

PASSED AND APPROVED BY THE Downtown Revitalization Committee of the City of Liberty Hill, Texas on _____, _____, 2023, on vote of ___ ayes, ___ nays, and ___ abstentions.

Kellie Olisky, DRC Vice-Chair

Elaine Simpson, City Secretary

PASSED AND APPROVED BY THE Liberty Hill Economic Development Corporation Board of Directors on _____, _____, 2023, on vote of ___ ayes, ___ nays, and ___ abstentions.

Tiffany Stillwell, President, LHEDC

Elaine Simpson, City Secretary



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AGENDA ITEM 3.c

Update on Downtown Revitalization Master Plan contract award. (P. Brandenburg)



**DOWNTOWN REVITALIZATION
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REVITALIZATION COMMITTEE
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AGENDA ITEM 3.d

Update on Downtown Revitalization Master Plan. (P. Brandenburg)



**DOWNTOWN REVITALIZATION
COMMITTEE DOWNTOWN
REVITALIZATION COMMITTEE
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AGENDA ITEM 3.e

**Updates, discussion, consideration and possible action regarding Downtown Revitalization
Committee events. (K. Amsler)**



**DOWNTOWN REVITALIZATION
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AGENDA ITEM 3.f

Hear update and report regarding information shared at the Cross Committee Communications meeting(s). (D. Scott)



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AGENDA ITEM 3.g

**Discussion, consideration and possible action appointing a new Downtown Revitalization Committee
Chair. (L. Wendling)**



**DOWNTOWN REVITALIZATION
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AGENDA ITEM 3.h

**Discussion, consideration and possible action regarding the Downtown Revitalization Action Plans.
(L. Wendling)**