



City of Liberty Hill, TX
Liberty Hill Downtown Revitalization Committee Minutes
January 24, 2022, 5:30 PM
City Council Chamber / Municipal Courthouse
2801 Ranch RD 1869, Liberty Hill, TX 78642

Downtown Revitalization Committee Members:

Kristan LeBaron
Danyel Cake
Lonnie Wendling, Chair
Daniel Scott

Absent:

Kellie Olisky, Vice-Chair

City Staff:

Paul Brandenburg – City Administrator
Jerry Millard – Director of Planning and Development
Katie Amsler, Director of Communication
Elaine Simpson – City Secretary
Liz Branigan, Mayor

1. CALL TO ORDER

The Downtown Revitalization Committee Workshop was called to order at 5:33 PM by Chair Lonnie Wendling.

Moment of Silence in remembrance of Josh McGinty

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.

Larry Meyer, 703 Hedgewood DR, Georgetown, TX - offered to give his insights related to several agenda items, with which he has expertise.

Chair Lonnie Wendling took the opportunity to introduce the newest member of the committee, Mr. Daniel Scott, who took his Oath of Office before the meeting began and has now taken his seat on the dais.

3) REGULAR SESSION

a) Discussion, consideration and possible action regarding approval of the meeting minutes from the DRC meeting of December 8, 2022. (LeBaron)

Danyel Cake moved, and Chair Wendling seconded, to approve, as presented, the December 8, 2022, DRC meeting minutes. Vote on the motion: Motion carried unanimously by a vote of 4-0. Ayes: Cake, LeBaron, Wendling and Scott. Nays: 0. No abstentions and with Vice Chair Olisky being absent.

b) Update to downtown marketing campaign. (K. Amsler)

Director of Communication Katie Amsler introduced the topic, and explained the updates/upgrades that she is making to the website ExperienceLHTX.com. She explained the new features which include Featured Businesses, Maps and a Calendar for downtown events. She explained how this site will be user friendly, to allow calendar submissions to be done by the businesses downtown.

There was a brief discussion that this is a cornerstone of the marketing for the city and for downtown. There was also a brief discussion related to how the cyber marketing will work in coordination with the wayfinding signage, and other marketing methods downtown.

There was no formal action taken.

c) Discussion and possible action to determine downtown events, dates, and coordinators for 2023. (K. Amsler)

Director Amsler discussed that there are several events that the DRC has discussed as potential events for hosting downtown, including Halloween/Trick-Or-Treat, a Liberty Hill Olympics, and OktoberFest. She asked that we establish a primary point person for each of these events.

Director Amsler also announced that she's looking into creating Valentine's stickers that she can hand out to downtown businesses to further promote the City's new slogan, "Small Town, Big Heart."

Mr. Scott suggested that, if possible, an event be held that could be held at a time when the Youth sports league is active. This could piggyback the city's event on the Little League (for example) games and assure families would be available for the event, like a 'tie-in'.

Halloween Event

Chair Wendling suggested Vice Chair Kellie Olisky lead this event, based on her expressing her interest in facilitating it in the December 8, 2022 meeting. The Directors left the final decision open, since Vice Chair Olisky was absent.

Olympics Event

Regarding the Olympic theme event, Chair Wendling requested that this be changed for 2023 to a June event that is being planned in honor of the late Josh McGinty. There will be a benefit concert with Sonny Wolf. Chair Wendling explained that Agape BBQ will be sponsoring this event, regardless of whether DRC or the City participate in the event.

Mayor Branigan offered to do the Proclamation in honor of Josh McGinty. City Administrator Brandenburg took for action to research how much involvement the city itself could have for a benefit concert like this. He praised the idea of the Proclamation, which, of course, costs the tax payers nothing.

Oktoberfest

Mr. Larry Meyer suggested that OktoberFest is a good event, and he has experience at Leavenworth Washington, running this event for their city.

There was discussion again regarding hosting a ".4K" fun run, with a possible tie-in with the Oktoberfest event (which would be in September), as well as a tie-in with the renaming of a .4-mile section of Loop 332 to "Main Street," as detailed in Section 3d of these minutes.

Kristan LeBaron agreed to be the primary point of contact on this project.

Mr. Larry Meyer offered to partner with LeBaron to help form a committee and facilitate the event.

Any event that DRC opts to sponsor will be advertised on the new website calendar, and the Benefit Concert can be listed there as well. The ability to add events to the calendar is open to anyone who creates a user account on the ExperienceLHTX.com site.

There was no formal action taken.

d) Discussion and possible action on naming of Main Street.

City Administrator Brandenburg reported that he has spoken to Mrs. Canaday about the desire of the DRC to rename a portion of Loop 332 (honorarily known as Charles Canaday Memorial Loop) to Main Street in the center of old downtown. The important thing to remember is that changing 'Loop 332' to 'Main Street' will not cause the loss of the Memorial designation to her late husband, in fact, the markers that say 'Charles Canaday Memorial Loop' will remain.

Mr. Brandenburg suggested that if the DRC is interested in moving forward with this, the Committee might make a formal recommendation to the City Council to change the name.

There was a brief discussion regarding the rapid growth of the city, and new amenities being added to Parks, etc., will provide opportunities for naming new/additional city facilities/amenities in honor of Mr. Canaday. The Parks Advisory Committee should be considering a City Facility naming policy soon.

There was a discussion that the oldest maps at the Williamson County Appraisal District actually still list Loop 332 as Main Street. This would be reverting back to the name 'Main Street'. Having the street actually named 'Main Street' might also benefit the City if Liberty Hill decides in the future to pursue a 'Main Street Project' with a 'Main Street Coordinator'.

Motion: Kristan LeBaron moved, and Danyel Cake seconded, to forward a recommendation to the City Council that Loop 332 in the downtown area, from Church Street to Forest Street, be renamed 'Main Street'.

Planning and Development Director Millard explained that this would be about .4 miles.

Vote on the motion: Motion carried unanimously by a vote of 4-0. Ayes: Cake, LeBaron, Wendling and Scott. Nays: 0. No abstentions and with Vice Chair Olisky being absent.

e) Discussion and possible action on Shared Use Path Grant.

There was discussion about the next Phase of the Shared Use Path project. Phase I is the East side coming from Foundation Park to Wetzel Park. We are considering options for Phase II of the grant. The estimated grant is \$900K, and the time frame is estimated at approximately 2

years. The grant writers are working with this application now. This path will also be a big part of the upcoming Comprehensive Plan.

There was a brief discussion of possibly taking this path West towards Main Street Social. (See Exhibit 'A' to these meeting minutes.

There was no formal action taken.

f) Discussion and possible action on Downtown Masterplan RFQ.

City Administrator Brandenburg explained that the Liberty Hill Economic Development Corporation Board of Directors is still in support of this this plan and still intends to commission it and pay for it. Unfortunately, due to scheduling issues, if we continue on the present plan to have Verdunity Consultants (who are doing the Comprehensive City MasterPlan) do this focused Downtown Plan, they will not be able to start on it until October of 2023. City Staff and the EDC Board of Directors have indicated that they would like instead to issue an RFQ within the next two weeks to see if there are equally good planners available to do this project sooner.

Motion: Motion by Danyel Cake and seconded by Kristan LeBaron, stating support for the plan to issue a new Request for Qualifications (RFQ) for planning firms capable of producing this type of focused Downtown Strategic Plan, as described by City Administrator Brandenburg, for the amount of \$125,000, as pledged by the LHEDC Board. Vote on the motion: Motion carried unanimously by a vote of 4-0. Ayes: Cake, LeBaron, Wendling and Scott. Nays: 0. No abstentions and with Vice Chair Olisky being absent.

Mr. Brandenburg explained that this type of plan would be of great value as the City leaders determine what downtown zoning will be in the future. It is likely to be an overlay district of some kind. Having the structure of the plan, the zoning and the overlay will help the EDC and DRC promote the Downtown for business development.

g) Discussion and possible action on Downtown Property Inventory and Opportunities.

City Administrator Brandenburg explained that he would like to have properties identified in advance that the City/EDC might be interested in purchasing in the downtown area. The issue here is the lag-time needed for the City to take action because of the Open Meetings laws and the requirements of advance notification. Private buyers will always be more nimble when bidding to purchase a property. He recommended that the City Council and EDC authorize him to make bids up to a specific amount on buildings that are predetermined to be of interest. A broker can be retained to do the bidding so that the City may remain anonymous.

The Committee discussed reviewing the list of properties downtown, as provided earlier by Planning and Development Director Millard. Action can be taken at a future meeting to create a strategy for pursuit of certain locations.

There was also a brief discussion about options in the future of developing a Building Design Committee, to assist developers who want to come downtown and need assistance in how to conform to what may be additional rules (such as historic preservation) and concerns.

There was no formal action taken on this item.

h) Discussion and possible action on Wayfinding signage.

There was a discussion about the concept of Wayfinding signage which has been discussed several times already. City Administrator Brandenburg and Planning Director Millard discussed the need for staff to bring a plan to DRC to send to Planning and Zoning as well as City Council.

The members discussed the importance of standardization of the signage, so it doesn't become distracting, but also so that is of use to newcomers.

Daniel Scott explained that he had done some research into this type of signage for the cities of Bastrop, Brenham and Frisco. He will send the results to the other members for review.

There was a brief discussion about use of color, type font and other features to let the newcomers know that they are in the downtown district. There was also suggestions regarding signage incorporated onto historic looking light posts in the downtown area.

There was no formal action taken on this item.

FUTURE AGENDA ITEMS

3) 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.

Chair Wendling noted that there is a special group forming which will be a communication group to help P&Z commissioners, DRC members, EDC Board members and Parks Board members keep informed about the activities of the other boards. The Vice Chair of P&Z, Mr. McCormack, has invited the DRC to send a representative to this group. Chair Wendling nominated Daniel Scott, who agreed to serve.

6) ADJOURNMENT

On motion by Lonnie Wendling, 2nd by Kristan LeBaron, the Downtown Revitalization Committee was adjourned at 7:11 PM.

Motion passed on vote of 3 ayes, 0 nays, and 0 abstentions.

PASSED AND APPROVED BY THE Downtown Revitalization Committee of the City of Liberty Hill, Texas on ~~28th~~ of February , 2023 on vote of 4 ayes, 0 nays, and 0 abstentions.



Chair Lonnie Wendling



City Secretary Elaine Simpson

