



City of Liberty Hill, TX
Liberty Hill Downtown Revitalization Committee Minutes
February 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 5:33 PM by Chair Lonnie Wendling.

Downtown Revitalization Committee Members:

Kristan LeBaron
Kellie Olisky, Vice-Chair
Lonnie Wendling, Chair
Daniel Scott

Members absent:

Danyel Cake

City Staff:

Paul Brandenburg – City Administrator
Jerry Millard – Director of Planning and Development
Katie Amsler, Director of Communication
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 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.

There were no Public Comments.

3) REGULAR SESSION

- a) Discussion, consideration and possible action regarding the Downtown Revitalization Committee January 2023 minutes. (K. LeBaron)

Chair Wendling moved, and Kellie Olisky seconded, to approve, as presented, the meeting minutes from the last meeting. Motion carried unanimously by a 4-0 vote. Ayes: LeBaron, Olisky, Wendling and Scott. Nays: None. With Danyel Cake being absent.

- b) Update/Discussion, consideration, and possible action regarding Downtown Action Plan Update. (P. Brandenburg)

City Administrator Brandenburg introduced the agenda item and presented a staff report. The City now has an Executive Director for the LHEDC on board. Her name is Mary Poche and there will be a great deal more coordination between the LHEDC and the Downtown Revitalization Committee. There are several things that the group has started or even finished, such as identifying/defining downtown, and beginning discussions on Wayfinding signage.

In the future, the Committee will be working on Marketing, on meeting regularly with the EDC to coordinate, and of course, the DRC will get a copy of the LHEDC's strategic plan which is almost done.

He briefly discussed a desire to look into the possibility of the City establishing a Tax Increment Reinvestment Zone (TIRZ) for the downtown area, as DRC has now defined it. This Zone would help fund improvements.

The Wayfinding signage is a project that we hope to have started by June.

There may also need to be a discussion of the use of terms 'Old Town' and 'Downtown'.

There was no formal action on this item.

- c) Update/Discussion, consideration, and possible action regarding Request for Qualifications-Downtown Masterplan. (P. Brandenburg, S. Smith)

City Administrator Brandenburg explained that the Request for Qualifications was issued last week and consulting firms have until March 15, 2023 to get their responses into the City. There should be more information available next meeting about this item. The

LHEDC is paying for this plan, so they will be involved in this.

Mr. Brandenburg agreed to share the 'link' to the RFQ that is posted with the members of the DRC, so they could see what is being requested from the firms.

Vice Chair Kellie Olisky asked for an update on the streets/signals improvements that have been previously discussed and approved. Mr. Brandenburg's update:

Roundabout – is currently in design phase/not yet bid out
Additional street and light on south side of 29 and east of Classic Bank, to serve as a safe outlet from Liberty Parke – slated to start approximately this fall
Bailey Lane (332 @ Hwy 29) – [I missed what this specific update was!]

Mr. Brandenburg mentioned that upon completion of the Southwest Bypass, the traffic load in town should experience improvement, particularly because of the removal of 18-wheelers.

Ms. Kristan LeBaron asked if we can require trucks to use that route, and was advised that we could look into having signs posted that request trucks use the new Southwest Bypass once completed. It was discussed that we would also like to post signs that forbid engine braking downtown.

There was no formal action taken on this item.

d) Update on Main Street Name and discussion of 'Next Steps'. (P. Brandenburg)

City Administrator Brandenburg noted that the City Council considered this item at their recent meeting. They voted that the entire Loop 332 should be included in the renaming. This will mean that Hwy 29 to Hwy 29 the entire Loop will be renamed 'Main Street'. At this point, Planning and Development staff is sending out letters to gauge interest among the residents of Loop 332 as to whether or not they are supportive of this proposed name change. The city will offer financial assistance to cover the costs of the new addressing. As this progresses, there will be a formal Public Hearing at the City Council to consider the name change.

Ms. Olisky asked about whether sidewalks can be added along Main Street. Mr. Brandenburg and Mr. Millard said these could potentially be added in sections, as needs arise.

There was also discussion about working with Williamson County and Georgetown to connect to their hike and bike trail.

There was no formal action taken on this item.

- e) Update on 'Wayfinding Signage' and discussion of 'Next Steps'. (P. Brandenburg)

City Administrator Brandenburg introduced the item and presented the staff report. He is interested in all manner of establishing wayfinding signs to guide newcomers to the Downtown itself, to parking, to restaurants, etc.

Mr. Daniel Scott noted that he had collected some information on this topic and provided it last month via email to the City Secretary. This information will now be shared with all the members.

Mr. Scott also explained that he may have the names of some firms that could be sent an RFQ packet whenever the city is ready to move forward on this type signage.

Mr. Brandenburg reminded everyone that part of the Downtown Masterplan will be signage, which needs to be coordinated with the power lines, the trees, etc.

Mr. Brandenburg will share costs and locations with the DRC to review so we can formulate our recommendation to take before City Council.

There was no formal action taken on this item.

- f) Review of streetscape concepts and elements and discussion of options for downtown. (J. Millard)

City Administrator Brandenburg introduced the item and presented a quick report. There was a brief discussion of possible funding sources, of options for parking, of the concept of bumping out sidewalks to allow for crowd control, etc.

There was a discussion of the importance of 'Smart-scaping', using drought resistant plants and plants that can thrive in an environment with lots of concrete.

Planning and Development Director Jerry Millard briefly discussed xeriscaping. He also disseminated different aerial views of some downtowns, to display the different parking arrangements, sidewalk bump outs, etc.

The DRC members took for action to consider concepts from the pictures they have been shown and to begin to identify elements that they like and believe would be feasible in Liberty Hill. Some of the first stakeholders they will need to consult to gauge support will be the downtown property owners.

No formal action was taken.

- g) Discussion, consideration and possible action related to 2023 DRC-led downtown events plan. (L. Wendling)

There was an extended discussion of the options for downtown events.

Halloween will be Kellie Olisky's project. To be held 10-28-2023 – Saturday. (tentatively). The event will be called "Monsters on Main," to help promote and build excitement around the renaming of Loop 332 to Main Street. It was noted how close this will be to the big City event of Sculpture Fest to be held 10-21-2023 (the Saturday before). It was discussed and agreed by general consensus that it would be too much work to try to shoehorn another Fall event into the schedule. They will not attempt an Oktoberfest this year.

The other Fall event in 2023 will be the September 2, 2023 Josh McGinty Day. This event will be live music and a car show. Chair Wendling is one of the main coordinators of this event, along with Fellowship Church.

There was a short discussion of whether there should be some sort of celebration if/when Loop 332 is changed to 'Main Street'. This will be discussed on a future agenda.

Director of Communications and Community Engagement Katie Amsler discussed possible ways that she might assist in the promotion of the events that the DRC has committed to host.

It was discussed to potentially call a meeting with all downtown area business owners to discuss events the DRC has nailed down, to get their ideas, support and to build awareness/excitement.

There was discussion about it being the right time for Liberty Hill to consider forming a Downtown Association. Discussions on how to move forward with this will need to be a future agenda item.

There was no formal action taken.

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.

- Additional discussion/Continual updates regarding DRC events, including 'Monsters On Main' (Halloween).
- Research the concept of a 'Downtown Association.' This is different from a


- Chamber of Commerce, which represents the business owners of the entire city.
- Placement of Wayfinding signage item, including information as provided by Mr. Scott.
 - Standing item for Mr. Scott to report on information shared at the 'Cross-Coordination' meetings.
 - On the March 2023 agenda: An Executive Session to discuss Real Estate.
 - The RFQ's as received 3/15 for the Downtown Masterplan.

5) ADJOURNMENT

With no other items on the agenda, and no objections from the committee members, Chair Wendling adjourned the Downtown Revitalization Committee at 7:07 PM.
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 *28th of Mar*, 2023 on vote of *4* ayes, *0* nays, and *0* abstentions.


Chair Lonnie Wendling


City Secretary Elaine Simpson

